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# Constraints of Rural Women in The Involvement Income Generating Activities

*“Constraints of rural women in the involvement income generating activities” was carried in two blocks of Kanpur district to access the income generating activities of rural women. Thus selected total number of 150 respondents in which 75 women for the study purpose were selected from each blocks of Kanpur Nagar. Out of total 26.0 per cent of respondents were belonged up to 30 years age group, followed by 23.3 per cent of rural women were belonged to 40 to 45 years, 19.4 percent of women respondents were belonging to 30 to 35 years age group, whereas, 17.3 per cent of women respondents belonged to 35 to 40 years of age group. Minimum 14.0 per cent of respondents were found to be in age group of 45 & above years of age group. 46.7 per cent respondents were doing business, 32.7 per cent respondents were agriculture, 10.0 per cent rural women were engaged in service and 5.3 per cent respondents were involved in agriculture labour whereas similarly 5.3 per cent respondents were in caste occupation. After studying the various constraints faced of rural women in income generating activities Dual responsibility, Lack of information & awareness, Women suffer from family conflict, Lack of financing institution particularly for women in rural areas, Shortage of raw materials, Competition in the market, Costly transportation charges etc. **Key Words** : Constraints, Competition, Income generating activities, Involvement, social attitude.*

**BASUNDHARA\*, SANGEETA GUPTA\*\* & MITHILESH VERMA\*\***

## Introduction :

Rural women an important sector of our society. They constitute half the population in the country. Rural areas encompass 80 per cent of the total population of the country. In the past, women suffered deprivation and negligence. However, as soon as they joined public life, they demonstrated their abilities by the use of their income generating activities and destroyed the barriers of control and restrictions imposed by rigid customs and tradition. A woman performs multiple roles both in agriculture and household sector.

### Objectives :

- (1) The constraints in involvement of the income generating activities.
- (2) Suggest suggestive measures to overcome the constraints.

### Research Methodology :

To complete the above objective, by employing the appropriate research methodology, the study was conducted in district Kanpur Nagar with two blocks during the year 2016-2017. 75-75 women were selected from each block total 150 respondents were selected each area through random sampling method. In the research Dependent and independent variables, namely age, education, caste, annual

income and empowerment, income generating activities, constraints, and suggestion were used. The data so collected were subjected to statistical analysis for which statistical tools such as percentage, weighted mean, and correlation coefficient were used.

### Results :

**Table 1 : Distribution of rural women according to age group (N=150)**

Age group	Frequency	Percent
Up to 30 years	39	26.0
30 to 35 years	29	19.4
35 to 40 years	26	17.3
40 to 45 years	35	23.3
45 and above	21	14.0
Total	150	100.0

Table 1 reveals that the distribution of rural women according to age group maximum 26.0 per cent of respondents were belonged up to 30 years age group, followed by 23.3 per cent of rural women were belonged to 40 to 45 years, 19.4 percent of women respondents were belonging to 30 to 35 years age group, whereas, 17.3 per cent of women respondents belonged to 35 to 40 years of age group. Minimum 14.0 per cent of respondents were found to be in age group of 45 & above years of age group.

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**Table : 2 Distribution of rural women according to occupation (N=150)**

Occupation	Frequency	Per cent
Agriculture	49	32.7
Service	8	5.3
Agriculture labour	15	10.0
Caste occupation	8	5.3
Business	70	46.7
<b>Total</b>	<b>150</b>	<b>100.0</b>

Table 2 reveals that distribution of respondents according to occupation, 46.7 per cent respondents were doing business, 32.7 per cent respondents were agriculture, 10.0 per cent rural women were engaged in service and 5.3 per cent respondents were involved in agriculture labour whereas similarly 5.3 per cent respondents were in caste occupation.

**(A) Personal Constraints :**

**Table 3 : Distribution of rural women according to personal constraints (N=150)**

S. No.	Personal Constraints	Symbol	Always	Some-times	Never	Mean Scores	Rank
1.	Dual responsibility	A	58.0	32.7	9.3	2.49	I
2.	Poor risk bearing ability	B	5.3	48.7	46.0	1.59	VII
3.	Poor decision making process	C	10.0	48.7	41.3	1.69	VI
4.	Lack of systematic planning	D	7.3	57.3	35.3	1.72	V
5.	Lack of confidence	E	16.7	44.0	39.3	1.77	IV
6.	Women are more prone to health problem	F	13.3	60.0	26.7	1.87	II
7.	Lack of information & awareness.	G	12.7	56.7	30.7	1.82	III

**Table 4 : Distribution of rural women according to social constraints (N=150)**

S. No.	Social Constraints	Symbol	Always	Some-times	Never	Mean Scores	Rank
1.	Negative social attitude about women role outside the home.	A	10.0	42.7	47.3	1.63	V
2.	Due to pradapratha system, Women are restricted within the boundary of their home.	B	22.7	50.7	26.7	1.96	I
3.	Women suffer from family conflict.	C	14.7	37.3	48.0	1.67	IV
4.	Lack of social mobility.	D	21.3	44.0	34.7	1.87	II
5.	Tendency of other to underestimate a women's capability.	E	12.7	57.3	30.0	1.83	III

**Table 5 : Distribution of rural women according to economic constraints (N=150)**

S. No	Economic Constraints	Symbol	Always	Some-times	Never	Mean Scores	Rank
1.	Lack of family income restricts the women not for doing any extra/ other activities.	A	10.0	58.0	32.0	1.78	IV
2.	Lack of financing institution particularly for women in rural areas.	B	12.7	58.7	28.7	1.84	III
3.	Lack of money as well as their right to have the money.	C	16.0	53.3	30.7	1.85	II
4.	No personal command of women over money.	D	14.0	60.0	26.0	1.88	I

It is evident from **Table 3** that, Distribution of rural women according to personal constraints, 58.0per cent of the respondents were always took dual responsibility in home related activities with mean score value 2.49 and rank I, i.e. making food, caring of child, visiting market places and meeting with people and 13.3 per cent of respondents were facing women are more prone to health problem as a personal constraints of rural women in income generating activities with mean score value 1.87 and rank II. 12.7 per cent of rural women were face lack of information and awareness as a personal constraints of income generating activities with mean score value 1.82 and rank III respectively.

**(B) Social Constraints :**

It is evident from **Table 4** that, Distribution of rural women according to social constraints, 22.7per cent of the respondents were always and 50.7 sometimes Due to pradapratha system, Women are restricted within the boundary of their home with mean score value 1.96 and rank I, and 21.3 per cent of respondents were facing Lack of social mobility as a social constraints of rural women in income generating activities with mean score value 1.87 and rank II. 12.7 per cent of rural women were always and 57.3 of sometimes face Tendency of other to underestimate a women's capability as a social constraints of income generating activities with mean score value 1.83 and rank III.

**(C) Economic Constraints :**

**Table 5** reveals that Distribution of rural women according to economic constraints 14.0 per cent of face always and 60.0 per cent of sometimes No personal command of women over money of economic constraints in rural areas women with mean score value 1.88 and rank I followed by Lack of money as well as their right to have the money constraints 16.0 per cent always and 53.3 sometimes with mean scorevalue 1.85 and rank II.Lack of financing institution particularly for women in rural areas 12.7 always with mean score value 1.84 and rank III.

**(D) Marketing Constraints :**

**Table 6** shows that the Distribution of rural women according to marketing constraints in the involvement of Income generating activities 10.7 per cent of women were always face higher marketing cost with mean scorevalue 2.01 and rank I followed by widespread price fluctuation constraints of rural women 11.3 per cent always and 73.3 per

**Table 6 : Distribution of rural women according to marketing constraints (N=150)**

S. No.	Marketing Constraints	Sym bol	Always	Sometimes	Never	Mean Scores	Rank
1.	Shortage of raw materials.	A	6.7	82.0	11.3	1.95	III
2.	Lack of adequate demand	B	8.7	72.0	19.3	1.89	V
3.	Widespread price fluctuation	C	11.3	73.3	15.3	1.96	II
4.	Competition in the market	D	8.0	75.3	16.7	1.91	IV
5.	Higher marketing cost	E	10.7	79.3	10.0	2.01	I
6.	Distribution problem	F	6.0	82.7	11.3	1.95	III

**Table 7 : Distribution of rural women according to transportation constraints (N=150)**

S. No.	Transportation Constraints	Sym bol	Always	Sometimes	Never	Mean Scores	Rank
1.	Costly transportation charges	A	18.7	68.0	13.3	2.05	I
2.	Problems in hiring conveyance vehicles by the women.	B	15.3	72.7	12.0	2.03	II
3.	Lack of availability of transportation source due to remote area.	C	18.0	49.3	32.7	1.85	IV
4.	Poor transportation facility confined to social contact, interaction & disposal of products in proper or nearby market	D	18.0	66.0	16.0	2.02	III

cent of marketing constraints with mean score value 1.96 and rank II. 6.0 per cent of rural women were always and 82.7 per cent of respondents sometimes face Shortage of raw materials and Distribution problem were constraints which rank III.

**(E) Transportation Constraints :**

From the above table 7 indicates that the distribution of rural women on the basis of transportation constraints, It could be concluded that mostly 18.7 per cent of respondents were always facing Costly transportation charges with mean score value 2.05 and rank I followed by 15.3 per cent of women were always and 72.7 per cent of women undecided were face Problems in hiring the conveyance vehicles by the women with mean score value 2.03 and rank II. 18.0 per cent of respondents always and 66.0 per cent of rural women were The Poor transportation facility confined to social contact; interaction & disposal of products in proper on nearby market constraint faced by respondents with mean score value 2.02 and rank III.

**Conclusion :**

The results of the study depict that rural women who actively participated in income generating activities improved their household income. This economic contribution by women changed their position in the households and they were given due importance in household decisions, social status. Thus the assumption that increased income empowers women is hereby accepted. The policy implication is that income generation programs for rural women should be strengthened both at the public as well as private level. This will not only empower women socially and spiritually but also will contribute to poverty reduction at the national level.

**Recommendations and Suggestions :**

(1) The participation level of women in various income generating activities must be increased by providing them loan facilities for higher participation for income generating activities.

(2) Training programmes must be strong launched for improving the income generating activities skills in rural women.

(3) Good transportation facilities must be provided for proper supply and disposal of raw material and finished materials.

(4) Formation of women's self- help group should be encouraged so that income generating activities can be performed through these groups.

(5) Credit facilities should be provided by government for rural women so that family members are encouraged for involvement of rural women in income generating activities.

(6) There is a need to develop mechanism to monitor the income generation run by women to attend the problems in implementation, so that the favorable attitude of women could be harnessed and income generating activities development programme can be strengthened.

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## Role of Android Phone in Smart Agriculture

*“Role of the android phone in smart agriculture” was carried in two blocks of Kanpur districts to access the role of android phone in Indian farming (agriculture). Thus selected total number of 120 respondents in which 60 respondents for the study purpose were selected from each block of Kanpur district. Respondents according to education level, 66.6 per cent of respondents were educated up to Graduate and above level, followed by 4.2 per cent of respondents were educated up to High school, while 29.2 per cent respondents were educated intermediate level. Education plays an important role to farmer develops their economic and social status and also improved the overall status of smart farmers. Farmers according to land holding 58.3per cent of respondents were holding large land, 30.0 per cent of respondents were holding on small land 11.6 per cent of farmers were possessed in marginal land.respondents according to type of information in mobile phone, maximum 80.8 per cent of respondents were received disease and pest control related information on android phone, whereas 74.1 per cent of respondents were received cropping/ varieties information, 55.8 per cent of respondents were selected use of fertilizer management related information, 27.5 per cent of respondents were selected farm sustainability, 26.6 per cent of respondents were received market price information, 19.1 per cent of respondent were received education/ health information, only 7.5 per cent of respondents were received financial management.*

**Key Words :** Agriculture, android phone, agriculture aaps, Farmers, information.

**PRIYANKA PRIYADARSHI\*, MITHILESH VERMA\*\* & SANGEETA GUPTA\*\*\***

### **I**ntroduction :

Over many years, the process of adoption of new technologies and policies in the Indian Agricultural sector has received considerable academic attention highlighting the role of many social, financial and other influences on their decision making. For India, over the last decade, the markets in both developed and developing countries have been flooded by mobile phones, tablets, and other pervasive devices. The Android phone has evolved in its form, functionality, affordability, compatibility and consistency in the underlying hardware and operating systems. Most of the mobile phones available are supported and loaded with a variety of applications. The widespread use and affordability of Android phones gives way to a lot of providers to introduce applications which add value through the meaningful information collected and presented from a variety of sources. These providers need to cater for users with both primitive and new generation interfaces. Mobile applications indeed have a widespread penetration worldwide in all sectors; and to a lesser extent in the agricultural sector, these applications potentially deliver Timely information to different subscribers such as farmers, traders and producers. The Information delivered includes

weather, rainfall, crop information at large, while some applications also help update the market data of commodity prices and facilitate the local buying /selling via hand held devices, .Depending on the availability of network 2G and 3G, the applications have helped the farming community at large to be connected, updated, prepared and profitable.

### **Objectives :**

- (1) Study the socio-economic status of the respondent.
- (2) Accessed the type of agriculture information by the farmers through smart phone.

### **Research Methodology :**

To complete the above objectives the research methodology employed and the study was conducted in Kanpur Nagar with two blocks during 2016-2017. 60-60 respondents were selected from each block total 120 respondents were selected from each area through purposely. Each area through random sampling method. In the research dependent and independent variables are divided. So dependent and independent variables namely age, religion, caste, marital status, occupation, type of house, size of house, size of family, size of hand holding and social participation etc. were used the collected data were subjected to statistical analysis for which statistical tools

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x2 per cent, mean score, rank and correlation coefficient were used.

**Results :**

**Table 1 : Distribution of farmers according to education**

Education	Frequency	Per cent
High school	5	4.2
Intermediate	35	29.2
Graduate & above	80	66.6
<b>Total</b>	<b>120</b>	<b>100.0</b>

Table 1 shows the distribution of respondents according to education level, 66.6 per cent of respondents were educated up to Graduate and above level, followed by 4.2 per cent of respondents were educated up to High school, while 29.2 per cent respondents were educated intermediate level. Education plays an important role to farmer develops their economic and social status and also improved the overall status of smart farmers.

**Table 2 : Distribution of farmers according to size of land holding**

Size of land holding	Frequency	Per cent
Margin al	5	4.2
Small	35	29.2
Large	80	66.6
<b>Total</b>	<b>120</b>	<b>100.0</b>

Table 2 observed that distribution of farmers according to land holding 58.3per cent of respondents were holding large land, 30.0 per cent of respondents were holding on small land 11.6 per cent of farmers were possessed in marginal land.

**Table 3 : Distribution of the respondents according to types of information in android phone**

Types of information In android phone	Frequency	Per cent
Weather forecast	43	35.8
Cropping/ varieties	89	74.1
Fertilizer management	67	55.8
Market price	32	26.6
Disease & pest control	97	80.8
Farm sustainability	33	27.5
Financial management	9	7.5
Education / health info.	23	19.1

Table 3 describes that distribution of respondents according to type of information in mobile phone, maximum 80.8 per cent of respondents were received disease and pest control related information on android phone, whereas 74.1 per cent of respondents were received cropping/varieties information, 55.8 per cent of respondents were selected use of fertilizer management related information, 27.5 per cent of respondents were selected farm sustainability, 26.6 per cent of respondents were received market price information, 19.1 per cent of respondent were received education/ health

information, only 7.5 per cent of respondents were received financial management.

**Conclusion :**

In today's android phone is very common social network is one of the most efficient ways to communicate with others those are very near and dear of ours and not reaching or meets every day. "in agriculture, like in many others sectors, information is becoming a major inputs, knowledge and information plays an important role for farmers to gives opportunities that could improve their agriculture productivity. Information communication technologies (ICTs) are be the best hope in India to accelerate their agriculture development process. India's telecommunication network is the second largest in the world based on the total number of telephone users. Android phone are one of the most important tools of ICTs, in which farmers get timely and up to date information from different sources ICTs initiatives. Android phone are important to agro-based entrepreneurs as an infrastructural device for enhancing efficiency and effectiveness of agriculture sector.It was conclude that more beneficial of android phone for farmers in getting agriculture information on whether trends, best aaps for agriculture, timely access to market information which helps farmers make correct decision about what crop to plants and where to sell their products and buy inputs, which helps farmers to sustained growth of agricultural activities through android phone.

**Recommendation and Suggestion :**

- (1) Information should be in the local language and easy to understand.
- (2) Farmers need to be educated time to time about changing technology.
- (3) Government organization and agriculture agencies should provide the farmers with relevant training on the use of android phone for farm operation.

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## Consumer Perception on Online Shopping

*“Consumer perception on online shopping was carried in two blocks of Kanpur Nagar the access consumer perception on online shopping in Kanpur city. Thus selected total number of 120 respondents in which 40 respondents for the study purpose were selected from each locality . Out of total respondents 34.2 percent of the respondents were belong to 16-20 age group whereas 60.8 % of the respondents were belong to 20-30 age group and minimum 5.0 percent of the respondent were belonging to 35-40 age group 12.5 percent of the respondent were belong to Intermediate level Followed by maximum 86.6 percent of the respondents were belong to Graduation & above level. Minimum 12.5% of the respondents Were belonging to 0.9 level. 95.8 percent of respondents were agree with mean score 1.96 and rank I followed 93.3 percent of the respondents were given the opinion that 24 hours products available and save time and money online shopping at various websites flipkart ,Snapdeal, E.bay.com and Amazon etc with mean score 1.93 and rank II respectively . 90.8 percent of the respondents were agree with protect from crowd and quicker than visiting shop through online shopping to purchase jewellery, watch, and other electronic items with mean score 1.91 and rank III Respectively whereas 90 percent of the respondents were having save extra expenditure on food , transportation, parking charges in the study area with mean score 1.90 and rank IV 89.2 percent of respondents save energy and less stressing through online shopping with mean score 1.89 percent and rank V. Whereas 85.8 percent of consumer were given perception above less compulsive through online shopping with mean score 1.86 percent of consumer have opinion that products are available at low price and better offer like Movie tickets/ flight tickets , clothing, food, and other items through online shopping with mean score 1.83 and rank VII whereas 73.3 percent of respondents have founded better quality and variety of brand prices with mean score 1.43 and rank VIII .86.7 percent of consumer were send gift to friend or relatives through online with mean score 1.87 percent and rank I followed 85.8 percent of consumer have recommend to other for online shopping to improve economic status with mean score 1.86 percent and rank II in the study area 84.2 percent of respondents were satisfied with online shopping services like Flipkart Myntra.com Snapdeal E.bay and Homeshop18.com with mean score with mean score 1.84 and rank III whereas 83.3 percent consumer purchasing movie ticket with online with mean score 1.83 and rank IV. 80.8 percent of consumer has secure discreet purchase with mean score 1.81 and rank V whereas 75.8 percent of consumer were having reduce the frequency of traditional shopping with mean score 1.76 and rank VI in the study area of Kanpur city. **Key Words** : Causes, Consumer, Impact, Online shopping, Perception, Quality of products.*

**SHIKHA VERMA\*, MITHILESH VERMA\*\* & SANGEETA GUPTA\*\***

### Introduction :

Online shopping is the process whereby consumers directly intermediary service, over the Internet. It is a form of electronic commerce. The sale or purchase transaction is completed electronically and interactively in real-time such as in Amazon.com for new books. However in some cases, an intermediary may be present in a sale or purchase

transaction such as the transactions on eBay.com. An online shop, e-shop, e-store, internet shop, webshop, webstore, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping centre. The process is called Business-to-Consumer online shopping. This is the type of electronic commerce conducted by companies such as Amazon.com.

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When a business buys from another business it is called Business-to-Business online shopping. A large percentage of electronic commerce is conducted entirely in electronic form for virtual items such as access to premium content on a website, but mostly electronic commerce involves the transportation of physical items in some way. Online retailers are sometimes known as e-tailers and online retail is sometimes known as e-tail.

**Objective :**

- (1) Socio economic profile of the respondents.
- (2) Causes and Impact of online shopping

**Research Methodology :**

To complete above objectives the research Methodology employed and the study was conducted in Kanpur District with four localities during year 2016-2017. 40-40 respondents from each block total 120 respondents were selected from each area through random sampling method. In the research dependent and independent variables namely age, religion, caste, marital, status, occupation ,size of family, social participation etc. were used the collected data were subjected to statistical analysis for which statistical tools,  $\pm 2$  percent, weighted mean, rank and correlation coefficient were used.

**Table 1 : Distribution of respondents according to Age**

Age	Frequency	Percent
16-21	41	34.2
20-30	73	60.8
35-40	6	5.0
40 years above	-	
<b>Total</b>	<b>120</b>	<b>100</b>

**Results :**

Table 1 distribution of respondents according to age 34.2 percent of respondents were belong to 16-21 age group. Maximum 60.8 % of the respondents were belong to 20-30 age group and minimum 5.0 percent of the respondent were belonging to 35-40 age group Age play a very important role in consumer perception on online shopping.

**Table 2 : Distribution of respondents according to education wise**

Qualification	Frequency	Percent
Illiterate	-	-
UP to primary	-	-
High School	1	0.9
Intermediate	15	12.5
Graduation & Above	104	86.6
<b>Total</b>	<b>120</b>	<b>100</b>

Table 2 reveal that Distribution of the respondents according to education 12.5 percent of the respondent were belong to Intermediate level Followed by maximum 86.6 percent of the respondents were belong to Graduation & above level. Minimum 0.9 of the respondents Were belonging to Highschool.

**Table 3 : Distribution of respondents as per assess the causes of online shopping**

S. No.	Causes of online shopping	Yes	No	Mean Score	Rank
1.	Convenience for the customer	95.8	4.2	1.96	I
2.	24 hours products are available	93.3	6.7	1.93	II
3.	Less compulsive	85.8	14.2	1.86	VI
4.	Products are available at low price, better offer	83.3	16.7	1.83	VII
5.	Saves time and money	93.3	6.7	1.93	II
6.	Saves energy and less stressing	89.2	10.8	1.89	V
7.	Provide better quality and variety of products	73.3	26.7	1.73	VIII
8.	Protect from crowd	90.8	9.2	1.91	III
9.	Save extra expenditure on food, transportation, parking charges	90.0	10.0	1.90	IV
10.	Quicker than visiting shop	90.8	9.2	1.91	III

Table 3 indicates that mean score of the respondents access the cause of online shopping, 95.8 percent of respondents were agree with mean score 1.96 and rank I followed 93.3 percent of the respondents were given the opinion that 24 hours products available and save time and money online shopping at various websites flipkart, Snapdeal, E.bay.com and Amazon etc with mean score 1.93 and rank II respectively . 90.8 percent of the respondents were agree with protect from crowd and quicker than visiting shop through online shopping to purchase jewellery, watch, and other electronic items with mean score 1.91 and rank III Respectively whereas 90 percent of the respondents were having save extra expenditure on food , transportation, parking charges in the study area with mean score 1.90 and rank IV 89.2 percent of respondents save energy and less stressing through online shopping with mean score 1.89 percent and rank V. Whereas 85.8 percent of consumer were given perception above less compulsive through online shopping with mean score 1.86 percent of consumer have opinion that products are available at low price and better offer like Movie tickets/ flight tickets , clothing, food, and other items through online shopping with mean score 1.83 and rank VII whereas 73.3 percent of respondents have founded better quality and variety of brand prices with mean score 1.43 and rank VIII in the study area of Kanpur city.

**Table 4 : Distribution of respondents as per assess the impact of online shopping**

S. No.	Impact of online shopping to improve economic status	Yes	No	Mean Score	Rank
1.	Reduced the frequency of traditional shopping	75.8	24.2	1.76	VI
2.	Send gift to friend and relatives	86.7	13.3	1.87	I
3.	Purchasing movie ticket	83.3	16.7	1.83	IV
4.	Secure discreet purchase	80.8	19.2	1.81	V
5.	Makes aware and confident	82.5	17.5	1.83	IV
6.	Recommend to other	85.8	14.2	1.86	II
7.	Satisfied with online shopping service	84.2	15.8	1.84	III

Table 4 reveals that impact of online shopping to improve economic status 86.7 percent of consumer were send gift to friend or relatives through online with mean score 1.87 percent and rank I followed 85.8 percent of consumer have recommend to other for online shopping to improve economic status with mean score 1.86 percent and rank II in the study area 84.2 percent of respondents were satisfied with online shopping services like Flipkart Myntra.com Snapdeal, E.bay and Homeshop18.com with mean score with mean score 1.84 and rank III whereas 83.3 percent consumer purchasing movie ticket with online with mean score 1.83 and rank IV. 80.8 percent of consumer has secure discreet purchase with mean score 1.81 and rank V whereas 75.8 percent of consumer were having reduce the frequency of traditional shopping with mean score 1.76 and rank VI in the study area of Kanpur city.

#### **Conclusion :**

In India today's online shopping is very common in society is one of the most important efficient way to shop. It is very effective way to shopping it saves time and energy also saves extra expenditures on food , fuel, transportation and parking charges and it also gives better knowledge of products and provide better quality and variety of products and also reduces the traditional shopping rapidly . it is a very easy way to shop different items available on internet people who are very busy in their work uses more online shopping and mostly youth uses online shopping too much it makes them smart and fun for them . Sometime costly item are available in low price with better offer and online shopping also convenient and reduce anxiety, energy, less stressing. People can make the better choice and they can also see the comparison of price available on different websites like Amazon, Flipkart, Jabong.com, Snapdeal etc. majority of the Indian population uses online shopping Day by Day more and more population getting in to it.

#### **Recommendation and Suggestions :**

(1) Companies should have more risk reduction activities as perceived risk could strongly influence consumers 'online purchase decisions.

(2) Indian customers give the most importance to security and privacy to generate trust. Perceived privacy of customer information can be improved by ensuring that at no point of time the customer is asked for irrelevant personal information.

(3) The psychology of an Indian consumer is still the same of checking the product physically before purchasing it, which creates a mental hurdle for online shopping.

(4) People are averse to online shopping because there is a difficulty in returning the faulty products.

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## Decision Making Pattern of Women with Respect to Agriculture Activities

*“Decision making pattern of women with respect to agriculture activities” was carried in two blocks of Kanpur districts to access Decision making pattern of women with respect to agriculture activities. Thus selected total number of 120 respondents in which 60 respondents for the study purpose were selected from each block of Kanpur district. Table reveals that distribution of women respondents according to age group, respondents according to age group, 66.7 per cent of women respondents were belong to 40 to 50 years of age group followed by 20.0 per cent of women belong to 50 years and above age group and minimum 13.3 per cent of women respondents were belong to 30 to 40 year age group. respondents according to education wise, 36.6 per cent Illiterate women respondents were having qualification up to primary 28.3 per cent women respondents up to secondary 13.4 per cent women respondents are educated were belong to high school 12.5 per cent and intermediate women respondents are 6.6 per cent and above minimum women respondents are graduate 2.6 per cent. That farm women involvement in the process of decision making for animal husbandry, 5.8 per cent of farm women have given self decision in sales of milk and its products and 50.8 per cent husband and 43.4 per cent along with family of given decision 59.2 per cent of husband and 36.6 per cent along with family 4.2 per cent self decision for sale and purchase from animal husbandry 49.2 per cent of along with family, 45.8 per cent with husband and only 5 per cent self given decision to selection and breed and feed of animal. Were as 55.0 per cent of husband 42.5 per cent along with family and minimum 2.5 per cent only self involvement in the process of decision making to selection of animal breed. **Key Words** : Agriculture activities, Decision Making, Farm women, involvement.*

**SWATI SINGH\*, MITHILESH VERMA\*\* & SANGEETA GUPTA\*\***

### Introduction :

The role of women has always been a multi-dimensional and significant as women have performed well in case of agricultural activities, domestic activities, marketing activities as far as labour requirement is considered. The decision-making process is an important segment of every household because the functioning of family resource management depends on the efficiency of decision-making progress. So, women's involvement in decision-making process has been of great importance because women play an important role in every household activity and gives excellent performance most of the time. It may be related to household activity or for the decision-making at household or any other level. In rural society, there has been noticed a considerable fluctuation regarding the decision-making power of women. The state like Punjab and Haryana show positive role of women in decision-making process in many of the families. But it has become

insignificant and negligible in rural families due to illiteracy of women. The contribution of rural women has not taken seriously because it is considered very disgraceful to accept the decision of women. This is because the abilities of women have been neglected and undermined as the responsibility of forming the policies is always regarded the job of male traditionally. How far, the role of women in decision-making process has been noticed in positive manner is the major concern of our study.

### Objective :

- (1) The socio-economic status of the respondent.
- (2) To study the decision making pattern of women with respect to agriculture activities.

### Research Methodology :

To complete the above objectives the research methodology employed and the study was conducted in Kanpur district with two blocks during year 2016-2017. 60-60 respondents were selected from each block total 120

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respondents were selected from each area through random sampling method. In the research dependent and independent variables are divided. So dependent and independent variables namely age, religion, caste, marital status, occupation, type of house, size of house, size of family, size of hand holding and social participation etc. were used the collected data were subjected to statistical analysis for which statistical Percentage, weighted mean, rank, correlation coefficient.

**Results :**

**Table 1 : Distribution of women respondents according to age group**

Age	Frequency	Per cent
30 – 40 years	16	13.3
40 – 50 years	80	66.7
50 years & above	24	20.0
<b>Total</b>	<b>120</b>	<b>100.0</b>

Table 1 reveals that distribution of women respondents according to age group, 66.7 per cent of women respondents were belong to 40 to 50 years of age group followed by 20.0 per cent of women belong to 50 years and above age group and minimum 13.3 per cent of women respondents were belong to 30 to 40 year age group.

**Table 2 : Distribution of women respondents according to Education group**

Education	Frequency	Per cent
Illiterate	44	36.6
Up to primary	34	28.3
Up to secondary	16	13.4
High school	15	12.5
Intermediate	8	6.6
Graduate & above	3	2.6
<b>Total</b>	<b>120</b>	<b>100.0</b>

Table 2 reveals that distribution of women respondents according to education wise, 36.6 per cent Illiterate women respondents were having qualification up to primary 28.3 per cent women respondents up to secondary 13.4 per cent women respondents are educated were belong to high school 12.5 per cent intermediate women respondents are 6.6 per cent and above minimum women respondents are graduate 2.8 per cent.

**Table 3 : Farm women's involvement in the process of decision making for animal husbandry**

S. No	Animal husbandry	Only self		Husband		Along with Family	
		Freq	Per cent	Freq	Per cent	Freq	Per cent
1.	Selection of animal breed	3	2.5	66	55.0	51	42.5
2.	Selection of fodder and feed	6	5.0	55	45.8	59	49.2
3.	Sale and purchase of animal	5	4.2	71	59.2	44	36.6
4.	Sale of milk and its products	7	5.8	61	50.8	52	43.4

Table 3 reveals that farm women involvement in the process of decision making for animal husbandry, 5.8 per

cent of farm women have given self decision in sales of milk and its products and 50.8 per cent husband and 43.4 per cent along with family of given decision 59.2 per cent of husband and 36.6 per cent along with family 4.2 per cent self decision for sale and purchase from animal husbandry in the study area from Kanpur area in kalyanpur and shivrajpur 49.2 per cent of along with family, 45.8 per cent with husband and only 5 per cent self given decision to selection and breed and feed of animal. Were as 55.0 per cent of husband 42.5 per cent along with family and minimum 2.5 per cent only self involvement in the process of decision making to selection of animal breed.

**Conclusion :**

On the basis of the study, conclusion can be drawn that the women's participation as a planner and managers in the agriculture sector of the district Kanpur has not recorded up to the mark. The situation has noticed worse in some area like making decision related to opting measures to increase production and buying activities. So, some steps should be taken up to upgrade the managing power of agricultural women.

Decision making is one of the most important dimensions of human life. Every individual is confronted with problems of decision making in all walks of life. Every action is the result of conscious or unconscious mental makeup of an individual. The important role of farm women in the decision making process is crucial in selection of varieties of crops, seed treatment, sowing of seed, application of manures and fertilizers, weeding, plant protection measures, cleaning of farm produce, storing the seed and processing of farm produce.

With the modernization of agriculture, competence of women enhancement is must. For an economically and ecologically sustainable agriculture, the involvement of farm women is absolutely essential. Keeping in view the past and continued role of women in this sector, efforts must be streamlined towards reduction of drudgery, improved productivity and diversified opportunity for productive and remunerative employment. The Government has been implementing various programmes farm women related to soil and water conservation, food processing, storage of farm produce etc.

**Recommendation & Suggestions :**

- (1) Extension workers must keep in mind the decision making process, while introducing any agriculture production technology to the farmwomen.
- (2) The farm women had shown moderate role in decision making process towards agriculture operations. This is only a leap needed to increase farm productivity.
- (3) Farm women should be given vocational training in their work, so that their efficiency may be increased.
- (4) Women should be given experience in decision-making process, including participatory personnel management and budget management.

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