

Community Action for Social Transformation (CAST): An aid in uplifting Women Entrepreneurs

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Abstract:

CAST is a Non Governmental Organisation that aims to improve the living conditions of the rural communities by building competencies and facilitating linkage with main stream resources, Government, Institutions and other services. This is achieved through a self-employment by building community-based organizations, motivation, skill training and linking the vulnerable people with main stream for sustainability. This study aims to probe the socio-economic empowerment of women who involved in various handicraft works in CAST both in production and marketing. A sample of fifty sample beneficiaries was taken for study from CAST. The data collected were analysed with the help of percentage analysis, reliability analysis paired sign test, correlation analysis and factor analysis. The result shows that the women find both social and economic empowerment by being entrepreneurs. The job gives them both livelihood and an outlet to be a dignified citizen of the society. Hence it is concluded that the job they hold gave a way to earn for a living in the form of income, help them to spend productively and cultivate a habit of saving the surplus. The CAST is served as a shelter and up lifter in the lives of women and grant them the opportunity to utilize their potentialities fruitfully to enlighten their lives.

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Introduction

Rural self-employment is defined as employment whose roots lie in the rural areas but has a lot of potential to drive various endeavors in agriculture, business, and industry etc. and contribute the economic development of the country. India is a country of villages. Rural development can be made possible through the growth of self-employment, reducing levels of poverty and unemployment. Non- Government Organizations are known for their dedicated service to Mankind. Though there are rare exceptions, most of the Non-Governmental Organizations affirm their claim by serving to those who are in need of Service. CAST is one such NGOs that aims to improve the living conditions of the rural communities by building competencies and facilitating linkage with main stream resources, Government, Institutions and other services. This is achieved through a self-employment by building community-based organizations, motivation, skill training and linking the vulnerable people with main stream for sustainability. CAST India is

a devoted organization committed to the upliftment of the AIDS, sexually abused, destitute, emotional distorted, underprivileged and the vulnerable section of women in the society by transforming their live hood and also help in their upliftment by undertaking various schemes with the help of the state and central government projects. The paper aimed at throwing light on the life of women who has developed from enduring the harshness and injustice committed, traumas and hail into women of self-esteem, self-confidence and self-supportive life, with the help of the transformation program done at CAST through entrepreneurship by promoting the handicrafts learnt at CAST.

Statement of the Problem

Community Action for Social Transformation is a foremost development agency and working for vulnerable communities including rural women, poor artisans, infected and affected children with HIV/AIDS, women disturbed emotionally, family neglected and sexually abused, women in prostitution and other related

social problems. There is a steady increased number of unemployed youth registered in employment exchanges. The concept of self-employment arises in the context of finding solution to solve the problem of unemployment. To make rural women self-employed, it is necessary to impart self-employment skills through training. Community Action for Social Transformation (CAST), a development support organisation founded in 1984 operates primarily for the socio-economic development of marginalised and underprivileged. CAST is one such NGOs that aims to improve the living conditions of the rural communities by building competencies and facilitating linkage with main stream resources, Government, Institutions and other services. This is achieved through a self-employment by building community-based organizations, motivation, skill training and linking the vulnerable people with main stream for sustainability. The CAST gives accommodation to the women with Family discard with emotional problems, Sexual abuse, Teenage pregnancies and destitute and give a solution to them by making them as entrepreneurs to earn their living. The women have gained self-confidence to live with the daily challenges and ensured to economic benefits. Hence this study aims to analyse the motivating factors of women to take up entrepreneurship and to enhance the economic benefits derived out of entrepreneurship.

Methodology

Community Action for Social Transformation try to uplift the vulnerable women from the society and tries to provide economic outlet to them. As on date, the CAST has 39 women have Family discard with emotional problems, 18 women with Sexual abuse, 7 women of Teenage pregnancies and 5 destitute totaling 69 women. From them, the researcher has taken fifty women as sample for study. A well designed Interview Schedule was prepared and administered among the sample beneficiaries. The data collected were analysed with the help of percentage analysis, reliability analysis paired sign test, correlation analysis and factor analysis.

Objective of the study

The main objective of the study is to find out the economic empowerment of women through training and Entrepreneurship in CAST.

Review of literature

Narumugai P and Lalith Kumar J (2007) stated that Empowered women have a feminist ideology and wish to empower other deprived women. These empowered women by associating with an NGO whose mission is closely related to their ideology, will be able to realize their beliefs, and this gives them a high level of

satisfaction and accomplishment. Earnings and independence of women must be the primary mission of these women centric NGOs. These include training programs and mentoring services to facilitate the formation of NGOs. If such programs can be made available to those who are starting NGOs, or who are in the process of doing so, they may be able to increase the chances of success to those entrepreneurs. Thus the role of NGOs towards empowerment of women is very crucial in the Indian scenario.

Kazi Rezuan Hossain Md., Muhammad Anwar Hossain, and Mahmuda Khatun (2007) observed that by getting financial assistance from NGO within minimum interest rate, women are able to be entrepreneur and make them financially independent, by that they can raise their voice in family and can be able to control over own resources, participate in decision making process. Then society respects her and it creates social values for a women. Also by getting training program, rural women in Rangpur are more concerned about their self-esteem, self-sufficiency, gender equality and gender mobility, voting behavior and political participation. There are changing trend that male members are going to be more cooperative to women in family and society.

According to Lockley (2012) Offering training and development programs that effectively contributes to personal and professional growth of individuals is another effective employee motivation strategy. At the same time, Lockley (2012) also warns that in order for motivational aspect of training and development initiatives to be increased, ideally, they need to be devised and implemented by a third party with relevant competency and experience.

Table 1: Personal Profile of the Sample Respondents

Category	Frequency	Percent	Cumulative %
Age			
20-Oct	10	20	20
20-30	23	46	66
30-40	16	32	98
40-50	1	2	100
Total	50	100	
Educational Qualification			
Illiterate	5	10	10
Primary School	15	30	40
Middle school	12	24	64

Higher Secondary	13	26	90
Graduation	5	10	100
Total	50	100	
Type of Residence			
Owned	18	36	36
Rented	32	64	100
Total	50	100	
Marital Status			
Yes	39	78	78
No	11	22	100
Total	50	100	

Source: Primary Survey

The women who are trained and employed in the CAST fall under the age group ranging from 16 to 41. Out of them those who belong to the age group of 10 to 20 (20%), 20-30 (46%), 30-40 (32%) and 40-50 (2%). As far as the Educational qualification is concerned, Illiterates (10%), those who have completed Primary School (30%), Middle school (24%), Higher Secondary (26%) and Graduates (10%), 36 percent have their own houses while 64 percent live in rented houses of various forms. Out of the sample group, 78 percent are married while 22 percent are unmarried. Hence it is observed that the sample women are middle aged, having low level of literacy, mostly living in rented houses and married.

Motivating Factors

Economic compulsions have let more and more young girls to take up employment. It is out of work experience, exposure to education and urbanisation that the potential source of women entrepreneurs has emerged. Women empowerment implies the ability in women to take decisions with regard to their life and work and giving equal rights to them in all spheres like: personal, social, economic, political, legal and so on. Motivation is the set of forces that initiate behavior and determine its form, direction, intensity and duration. To study the motivational factors that lead women to take up employment has been studied in different perspectives by

taking twenty statements and is been reduced to sixteen statements through reliability analysis. The following tables describe the various motivating factors and give the result as per the analysis.

Table 2: Reliability Statistics of Motivating Factors

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Self-motivation	43.98	62.061	.342	.841
Assistance offered by Govt. agencies / NGOs	42.30	64.949	.354	.836
To earn more money for a comfortable Living	43.80	63.633	.584	.827
Utilize idle time purposely	43.84	56.545	.806	.808
As an alternative to the unemployed situations	44.02	56.428	.800	.808
To make use of acquired skill	44.18	59.742	.580	.823
To get job satisfaction	43.88	65.822	.236	.843
To support agriculture	44.24	64.227	.342	.837
To overcome poverty	43.80	63.633	.496	.829
Low level of literacy	44.78	64.991	.381	.835
Geographical relocation	44.86	66.082	.274	.840
Convenience	44.26	63.829	.412	.833
Unemployment	44.28	65.063	.287	.840
To be economically independent	43.84	62.749	.444	.832
Flexible Working Time	43.50	62.418	.516	.828
Easy job	43.34	63.739	.530	.828
Cronbach's Alpha	N of Items			
.840	16			

Source: Derived

As per the reliability statistics, it is noted that the value of Cronbach's Alpha is .840 indicating adequacy of reliability for the 16 statements in hand such as self-motivation, getting assistance offered by govt. agencies / NGOs, to earn more money for a comfortable living, utilize idle time purposely, as an alternative to the unemployed situations, to make use of acquired skill, to get job satisfaction, to support agriculture, to overcome poverty, low level of literacy, geographical relocation, convenience, unemployment, to be economically independent, flexible working time and easy job.

Table 3: ANOVA test for the Reliability Statistics of Motivating Factors

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between People	216.751	49	4.423	24.611	.000
Within People	Between Items	261.519	15		
	Residual	520.669	735		
	Total	782.188	750		
Total	998.939	799	1.250		
Grand Mean = 2.93					

Source: Derived

The ANOVA test reveals that all the sixteen statements are significant as the p value (0.000) is less than 0.05, the F value (df: 49,15) is 24.611. The Grand Mean for ANOVA test is 2.93. Hence it is concluded that the statements taken for study are significant as per reliability test and so further tests can be conducted.

Table 4: Test of Sampling Adequacy for the Motivating Factors

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.642
Bartlett's Test of Sphericity	Approx. Chi-Square	380.677
	df	120
	Sig.	.000

Source: Derived

To perform the test of factor analysis, the sample adequacy test is needed and as per Kaiser-Meyer-Olkin Measure of Sampling Adequacy, the value is 0.642 which is just sufficient for sample adequacy. The value of Chi-Square is 380.677 for degrees of freedom of 120 and the statements are statistically significant as the p value is 0.000 which is lower than the standard value 0.05.

Table 5: Factor Analysis for the Motivating Factors

Rotated Component Matrix			
	Components		
	Self Motivation	Economic Motivation	Job Motivation
Unemployment	.736	-.176	.003
Geographical relocation	.694	-.019	-.174
Convenience	.668	-.063	.212
Low level of literacy	.597	.183	-.045
As an alternative to unemployed situations	.595	.530	.361
Utilize idle time purposely	.590	.433	.486
To earn more money for a comfortable living	.525	.272	.324
Assistance offered by Govt. agencies / NGOs	.470	.185	.109
To be economically independent	.179	.744	-.033
Self-motivation	.053	.693	-.011
To avoid poverty	-.070	.650	.472
To support agriculture	-.123	.591	.287
To make use of acquired skill	.447	.572	.121
Flexible Working Time	.152	.129	.868
Easy job	.176	.196	.769
To get job satisfaction	-.058	-.006	.709
% of variance	20.858	17.700	17.057
% of cumulative variance	20.858	38.558	55.616
% to total	37.50	31.83	30.67

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 4 iterations.

Source: Primary Survey

Self Motivation: This factor consists of eight statements such as unemployment (.736), geographical relocation (.694), convenience (.668), low level of literacy (.597), as an alternative to unemployed situations (.595), utilize idle time purposely (.590), to earn more money for a comfortable living (.525) and to get the assistance offered by Govt. agencies / NGOs (.470). The percentage of variance under this factor is 20.86 and it forms 37.50 percent out of total.

Economic Motivation: This factor consists of five statements such as to be economically independent (.744), self-motivation (.693), to avoid poverty (.650), to support agriculture (.591) and to make use of acquired

skill (.572). The percentage of variance under this factor is 17.70 and it forms 31.83 percent out of total.

Job Motivation: This factor consists of three statements such as flexible working time (.868), easy job (.769) and to get job satisfaction (.709). The percentage of variance under this factor is 17.06 and it forms 30.67 percent out of total.

Economic Impact of Employment

Empowerment is one of the main procedural concerns when addressing human rights and development. Women's empowerment and achieving gender equality is essential for our society to ensure the sustainable development of the country. Women's economic empowerment includes women's ability to participate equally in existing markets; their access to and control over productive resources, access to decent work, control over their own time, lives and bodies; and increased voice, agency and meaningful participation in economic decision-making at all levels from the household to international institutions. Considering the economic empowerment of women, the variables like income, expenditure, debt, savings, household items, fixed assets, current assets, live stocks, gold and other common items as to whether they are increasing or not due to employment and is measured through paired sign test as below.

Table 6 Paired Samples Statistics for the Economic Impact

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Income before	1524.00	50	1332.990	188.513
	Income after	6360.00	50	3608.663	510.342
Pair 2	Expenses before	478.00	50	512.314	72.452
	Expenses after	1209.00	50	678.586	95.967
Pair 3	Debt before	.00 ^a	50	.000	.000
	Debt after	.00 ^a	50	.000	.000
Pair 4	Savings before	650.00	50	693.409	98.063
	Savings after	2441.00	50	2196.326	310.607
Pair 5	Household before	53.00	50	182.502	25.810
	Household after	361.00	50	569.039	80.474
Pair 6	Fixed asset before	47.00	50	224.156	31.700
	Fixed asset after	4.00	50	28.284	4.000
Pair 7	Current asset before	.00 ^a	50	.000	.000
	Current asset after	.00 ^a	50	.000	.000
Pair 8	Livestock before	43.00	50	108.801	15.387
	Livestock after	152.00	50	286.599	40.531
Pair 9	Gold before	200.00	50	755.929	106.904
	Gold after	1504.00	50	1946.421	275.266
Pair 10	Others before	146.00	50	366.706	51.860
	Others after	498.00	50	636.072	89.954

Source: Primary Survey

The test shows that there is considerable increase in the economic variables like income which is an average of Rs. 1524 before employment and Rs. 6360 after employment, expenses Rs. 478 before employment and Rs. 1209 after employment, there is no trace of debt, Savings Rs. 650 before employment and Rs. 2441 after employment, Household items Rs. 53 before employment and Rs. 361 after employment, Fixed assets Rs. 47 before employment and Rs. 4 after employment, there is no trace of current assets, Livestock Rs. 43 before employment and Rs. 152 after employment, Gold Rs. 200 before employment and Rs. 1504 after employment and other assets Rs. 146 before employment and Rs. 498 after employment. Hence it is noted that the change is apparent in case of income, expenditure, savings, Household items, Livestock, gold and other items while there is no change in case of debt and current assets.

Table 7 Paired Samples Correlations for the Economic Impact

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	Income before & income after	50	.614	.000
Pair 2	Expenses before & expenses after	50	.708	.000
Pair 4	Savings before & savings after	50	.267	.061
Pair 5	Household before & household after	50	-.060	.678
Pair 6	Fixed asset before & fixed asset after	50	-.030	.835
Pair 8	Livestock before & livestock after	50	-.073	.614
Pair 9	Gold before & gold after	50	-.049	.735
Pair 10	Others before & Others after	50	-.056	.697

Source: Primary Survey

As per Paired Samples Correlations, the variable Income before & income after has a positive correlation of 0.614, Expenses before & expenses after has a positive correlation of 0.708 and Savings before & savings after has a positive correlation of 0.267 while the correlation is negative in cases of Household before & household after (-.060), Fixed asset before & fixed asset after (-.060), Livestock before & livestock after (-.030), Livestock before & livestock after (-.073), Gold before & gold after (-.049) and Others before & Others after (-.056). the variables Income and Expenses are statistically significant as the p value is less than 0.05 while the variables Savings, Household items, Fixed assets, Livestock, Gold and others are not statistically significant as the p values are more than 0.05.

Table 8 Paired Samples Test

Variables		Paired Differences					t	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval			
					Lower	Upper		
Pair 1	Income before – income after	-4836	2982.4	421.78	-5683.59	-3988.41	-11.47	.000
Pair 2	Expenses before - expenses after	-731	480.21	67.91	-867.47	-594.53	-10.76	.000
Pair 3	Savings before - savings after	-1791	2119.5	299.74	-2393.34	-1188.66	-5.98	.000
Pair 4	Household before - household after	-308	607.97	85.98	-480.78	-135.22	-3.58	.001
Pair 5	Fixed asset before - fixed asset after	43	226.78	32.07	-21.45	107.45	1.34	.186
Pair 6	Livestock before - livestock after	-109	313.91	44.39	-198.21	-19.79	-2.46	.018
Pair 7	Gold before - gold after	-1304	2122.4	300.15	-1907.17	-700.83	-4.35	.000
Pair 8	Others before - any other after	-352	751.93	106.34	-565.70	-138.30	-3.31	.002

Source: Primary Survey

As per the Paired Samples Test, except fixed assets, other variables such as income, expenses, savings, household items, live stocks, gold and other items have increased considerably. The variables income, expenses, savings, household items, live stocks, other items and gold have statistically significant differences bearing the values which are lesser than 0.05 while the variables fixed assets has no statistically significant relationship. The t value is more for income and is less for live stocks. Hence it is noted that majority of the income generation is invested in savings and gold ornaments.

Conclusion

Empowerment is a process of transformation which enables a woman to exercise freedom, capability, to identify her strengths, power to use her resources skills to challenge and transform her resources and skills to participate in decision making process. NGOs can play a vital role in that fact from multi-dimensional context. Over 50 percent of women over the age of 15 are currently in the Labour Force and women make up 46 percent of all those in employment. Women continue to be more likely to work on a part-time basis and almost 70 percent of all part-time workers are women. The study which has been conducted in Tirunelveli among the women who got trained in CAST shows that the sample women are middle aged, having low level of literacy, mostly living in rented houses and married and were taken up a job due to Self Motivation, Economic Motivation and Job Motivation. The economic impact is analyzed with the help of paired sample test which results that the economic variables income, expenses, savings, household items, live stocks, other items and gold have statistically significant differences bearing the values which are lesser than 0.05 while the variables fixed assets has no statistically significant relationship. Hence it is concluded that the job they hold gave a way to earn for a living in the form of income, help them to spend productively and cultivate a habit of saving the surplus. The CAST is served as a shelter and up lifter in the lives of women and grant them the opportunity to utilize their potentialities fruitfully to enlighten their lives.

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