

# Focus Group Discussion for Training Need Assessment for the Project Promoting Family – Based Women Entrepreneurship in West Bengal (Partnership 2020)

Training Needs Assessment (TNA) is the method of determining if a training need exists and, if it does, what training is required to fill the gap. TNA seeks to identify accurately the levels of the present situation in the target surveys, interview, observation, secondary data and/or workshop. The gap between the present status and desired status may indicate problems that in turn can be translated into a training need. Training can reduce, if not eliminate, the gap, by equipping the participants with knowledge and skills and by encouraging them to build and enhance their capabilities. The data on the present status are vital to the evaluation or impact survey in the latter part of the training cycle. These shall serve as the baseline data. The following are some techniques for acquiring such data. These may be applied independently or in combination.

## Methodology :

A telephone survey is one of the survey methods used in collecting data either from the general population or from a specific target population. Telephone numbers are utilized by trained interviewers to contact and gather information from possible respondents.

The telephone survey approach is usually utilized when there is a need to collection information via public opinion polling. In other words, phone surveys are ideal for data gathering which takes anyone from the general population as potential respondents. This means that the contacted people will become included in the sample once they agree to participate in the phone survey.

In this Covid-19 Pandemic situation, we have no option except to go for this type of survey although there is no alternative of face-to-face interview for such a population to identify their actual needs. For the purpose an appropriate questionnaire has been developed.

Sampling : As prompted in project objective 2, the respondents have been selected from surrounding areas of Visva-Bharati. Only those respondents were taken into account who have some kind of family – based entrepreneurial activity (as artisan or as entrepreneur) or are engaged in small business activities. Out of 100 odd phone calls, we get 62 number of women who fulfil the criteria of our survey.

## Results :

Table 1 discloses the percentage of women involved in different crafts and small businesses. It is explicit that majority of them are engaged in kantha Stitching followed by Applique and Copper Wire work. Similarly in small business activities, they are mostly engaged in small dairy and grocery businesses. One of the most popular Santiniketan *gharana* craft is Kantha Stitching. Copper wire, Appliqué is also popular among the village women. Comparatively lacquer, leather work, traditional doll crafts works are hard to do, women have less interest to have these activities.

For this COVID-19 situation mask making as a small business becoming popular keeping in view the demand. Though Tailoring shows a tiny percentage but making mask is one of the major activities falls under tailoring. Small dairy businesses are very much popular among the women as they get financial support from SHGs and Panchayats.

**Table:1 Women involved in Craft and Small Businesses.**

Women involved with craft	
Craft name	Percentage (%) of women involved
Applique	25%
Kantha stitch	30%
Traditional doll	1%
Copper wire	20%
Lacquer	2%
Paper pulp & jute work	20%
Batik	1%
Leather	1%
Women involved with small business	
Small business	Percentage (%) of women involved
Junk Jewellery	10%
Biri Binding	10%
Small dairy	30%
Cloth Business	10%
Grocery shop	30%
Tailoring (mask)	10%

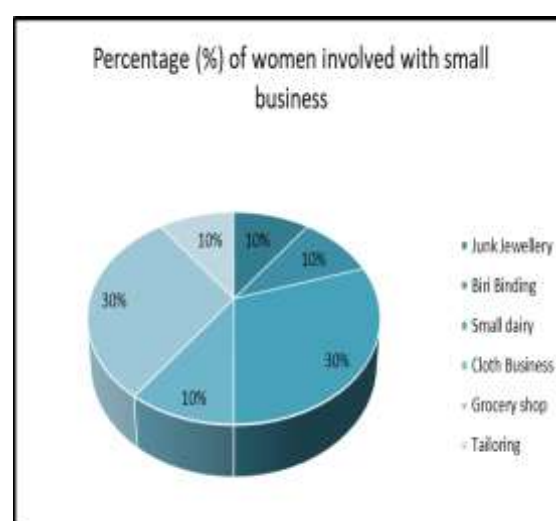
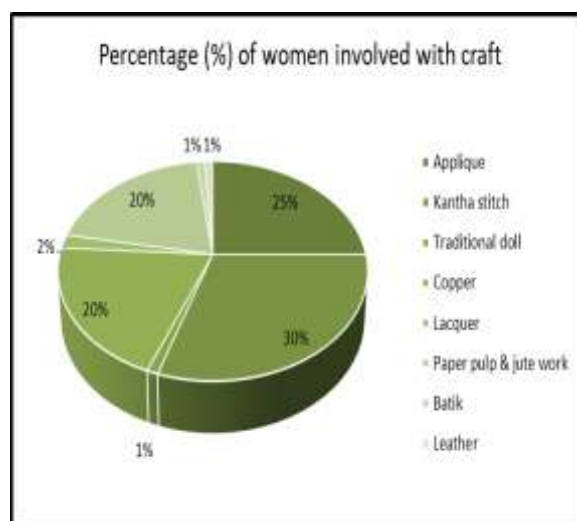


Table 2 reveals the educational status of the respondents. The figures show that most of the entrepreneurs belong to a very low level of educational category. Only 5 percent women is graduated.

**Table 2 : Level of Education**

Level of Education	No. of Respondents (percentage in parenthesis)
Primary (Upto Class IV)	33 (53.22)
Upper Primary (Class V to Class VIII)	16 (25.80)
School Certificate (madhyamik)	6 (9.68)
Higher Secondary (Uccha madhyamik)	4 (6.45)
Graduate	3 (4.83)

Table 3 discusses the average contribution of the entrepreneur towards their monthly family expenses. Though the expenditures per month is not consistent with the numbers, the contribution shows inverse relation with the increase in family expenditure. It proves that the marginality of income from entrepreneurial activities are more important for the sustenance of marginal families, whereas those can afford to expend more from other sources of income, they try to save a substantial amount out of their entrepreneurial income and contributes less towards family expenditure.

**Table 3: Contribution of women from their family based entrepreneurial activities towards the total expenditure of the family.**

Household Expenditure per month in INR	Number of families belong to the category	Average Contribution to the expenditure in percentage
4000	3	50
5000	6	69
6000	14	55.43
7000	5	71.4
8000	11	32
9000	1	22
10000	17	38
12000	5	41.4

Table 4 shows another interesting picture that who are in crafts (artisan or entrepreneur), they mostly work as self and can run the show of their own without taking much help from other family members. On the contrary, in small businesses the sole contribution is minimum because it needs more hands to get support to run the business whatever the size of the business is. However, in both the cases the total percentage of involvement of other family members remains low.

**Table 4 : Percentage of Family Members Involved in Entrepreneurial Activities**

<b>Only Self in Craft</b>	80
<b>Full family involved in craft</b>	15
<b>Only Self in Business</b>	1
<b>Full family involved in family business</b>	4%

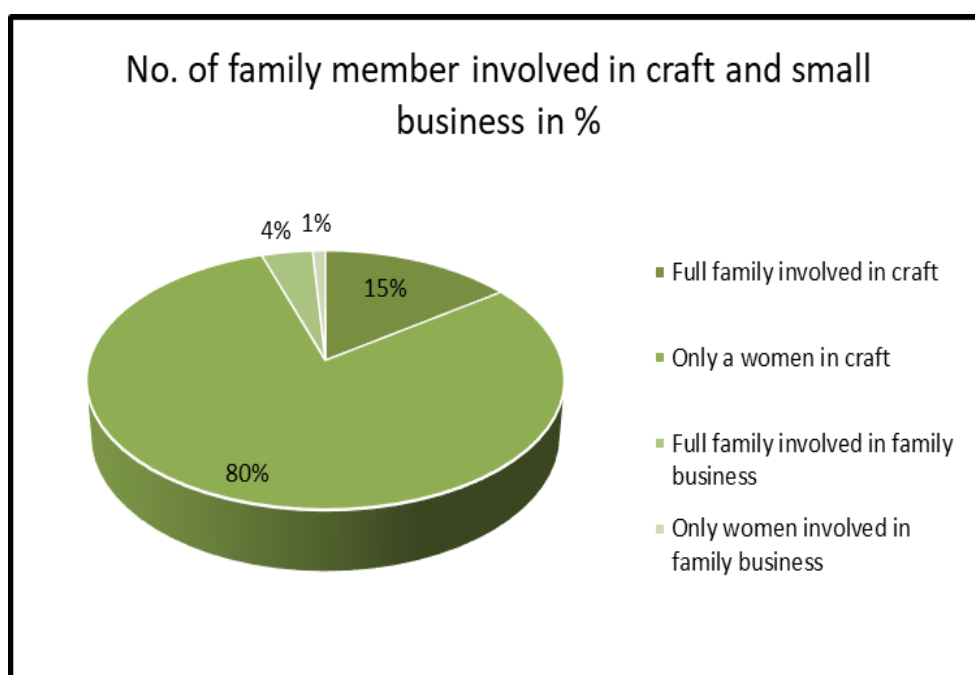


Table 5 shows the status of the family based women who are entrepreneur (knowing how to produce and how to sell) and who are artisans who work for others to supply semi-finished products. The survey has been done only with the crafts making families. Obviously, the percentage of artisan women is huge in the area and they mostly depend on these entrepreneurs for supply order.

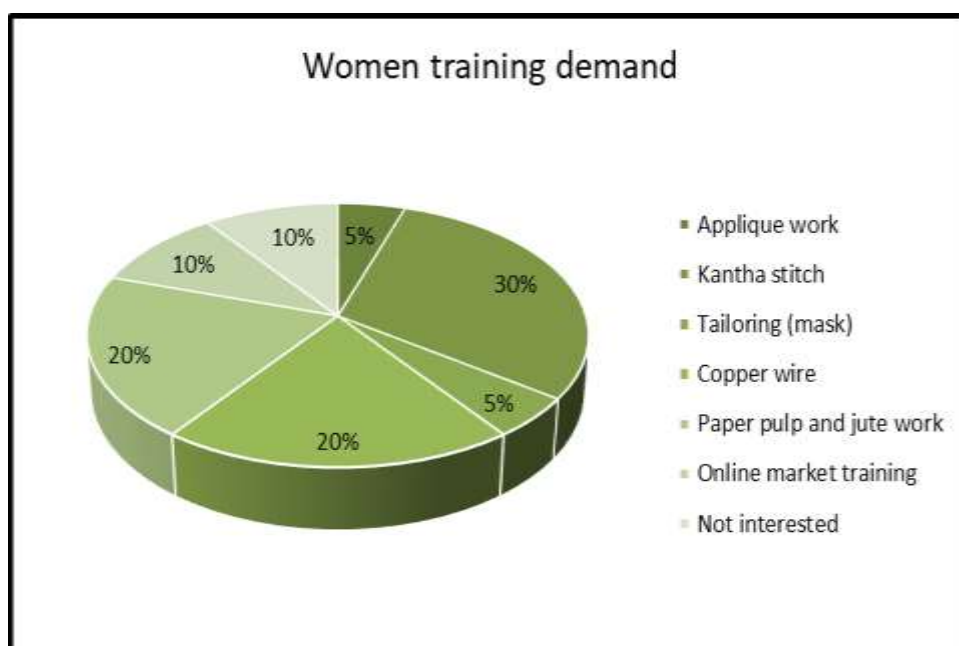
**Table 5 : Entrepreneur and Artisan in Craft (percentage)**

Percentage (%) of assisting on craft and small business in the family	
Women Entrepreneur	20
Artisan	80%

Table 6 depicts the demand for training for various entrepreneurship businesses. The demand for Kantha Stitch is high in this area and consistent with table 1 analysis followed by the demand for copper wire and jute work on paper pulp.

**Table 6 : Training Demand**

Women training demand	
Training name (craft and small business)	% of demand
Applique work	5%
Kantha stitch	30%
Tailoring (mask)	5%
Copper wire	20%
Paper pulp and jute work	20%
Online market training	10%
Not interested	10%



### **General Discussion with the respondents**

For this COVID-19 situation many of the women are not willing to take training through direct method (face-to-face) at this moment. As majority of the women are not literate enough so they are unable to understand proper mechanism of marketing, accounting procedures, tax, and innovation concept. Interesting part is that a few of them know the word of online market but, they don't know how to use that. So, they are quite interested for this new type of training. Also they are interested to get training on Kantha Stitch, Jute work on paper pulp, Copper wire.

### **Reconciliation of the Study using Participatory Rural Appraisal (PRA)**

#### **Methodology :**

**Participatory rural appraisal (PRA)** is an approach used by non-governmental organizations (NGOs) and other agencies involved in international development. The approach aims to incorporate the knowledge and opinions of rural people in the planning and management of development projects and programmes.

#### **Sampling :**

For the purpose of conducting PRA, Supur village, under Raipur-Supur GP, Bolpur-Sriniketan Block (8 km. away from Santiniketan) has been selected purposely. 14 entrepreneurs could attend during the exercise.

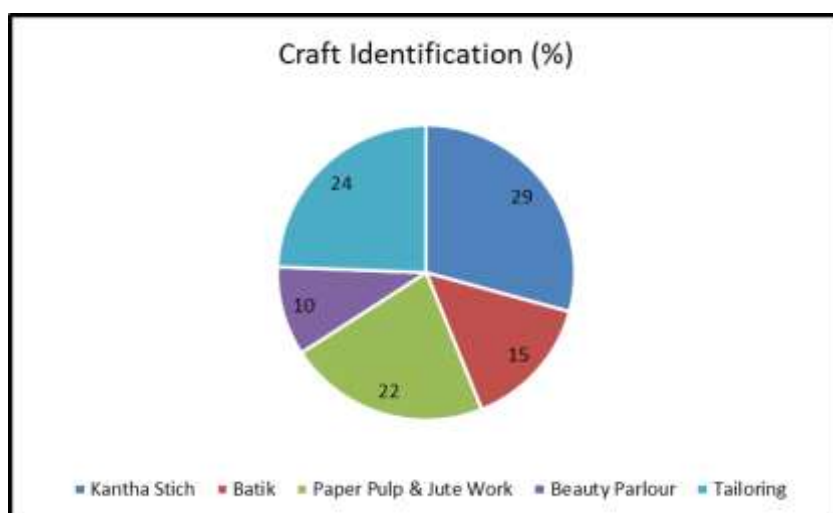
**Picture 1 : Field Level Result of PRA on Training Need Assessment**



**Table 1 : Training Need Assessment using PRA**

Participatory Rural Appraisal (PRA)		
Craft Identification		
Sl#	Crafts	%
1	Kantha Stich	29
2	Batik	15
3	Paper Pulp & Jute Work	22
4	Beauty Parlour	10
5	Tailoring	24
	<b>Total</b>	<b>100</b>

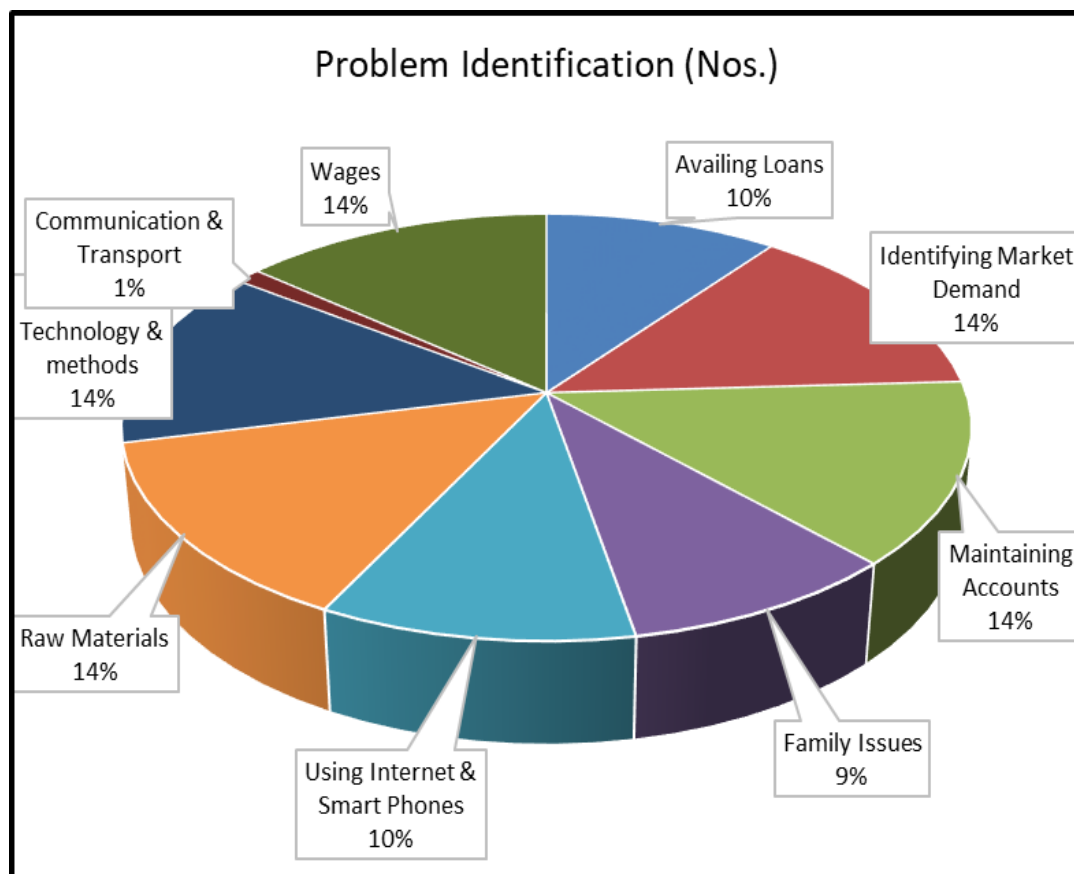
**Chart 1 : Training Need Assessment using PRA**



Secondly the constraints faced by the entrepreneurs to run their businesses have been identified by using the same method. As discussed earlier under general discussion, the figures are almost similar to their opinions given in telephonic interview.

**Table:2 Constraint Analysis**

Sl#	Type of Problems	%
1	Availing Loans	10
2	Unknown Market Demand	14
3	Maintaining Accounts	14
4	Family Issues	9
5	Using Internet & Smart Phones	10
6	Availability of Raw Materials	14
7	Use of Modern Technology & methods	14
8	Communication & Transport	1
9	Wages	14
	<b>Total</b>	<b>100</b>



## Findings :

1. Education level of the entrepreneurs is very low.
2. Most of them are from marginal families.
3. The income contribution to the household expenditure is inversely proportionate (when the income of an entrepreneur rises the contribution towards household expenditure decreases)
4. Marginal families are more dependent on the women entrepreneurs' (whose income is also marginal) income for their sustenance.
5. Involvement of more than one family member is different in crafts and small businesses. Involvement is less in crafts and more in business entrepreneurs.
6. Most of the entrepreneurs who are in craft entrepreneurship are still in artisan status getting low income and sustain on big entrepreneurs for supplying semi-finished products. These big entrepreneurs act as *Mahajan* (loan-giver in lieu of production) and also act as a buffer at the time of distress. The artisans are heavily dependent on the market of these big shots. The level of exploitation is colossal.
7. Most of the artisans (in Craft) demand to get training on kantha Stitch, Copper wire and jute work on paper pulp (all these have consistent demand in the local hats and show-rooms). Those who are in small business demand training on tailoring keeping the increasing market demand for cotton made three layer masks for the rural people.
8. Most of them have no idea about modern mechanism of market, online business, proper accounting procedures (like budgeting or book keeping), depreciation and smart communication.
9. The entire work has been reconciliated with participatory rural appraisal at the field level inviting 20 entrepreneurs (out of which 14 were present).
10. Lastly, many of them are afraid to take hands on training during this Covid-19 situation. But they expressed that they would be happy if the training could organise at village level using clustering method minimizing physical movement.