



Exploring Enterprises by Rural Women Beneficiaries of Corporate Social Responsibility (CSR) Initiatives

Nishu Kanwar Bhati^{1*} and Rajshree Upadhyay²

¹*Jodhpur Agriculture University, Jodhpur, Mandore 342 304, Rajasthan, India*

²*Department of Extension Education and Communication Management,
College of Community and Applied Sciences, MPUAT, Udaipur, Rajasthan, India*

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ABSTRACT One of the proven ways to improve women empowerment in rural India has been the training approach for microenterprise development. At present, a number of business houses/ NGOs as well are involved in providing entrepreneurial trainings as a part of their Corporate Social Responsibility (CSR) initiatives. But despite the financial support received, studies have shown that many such enterprises have not sustained for long or provided sustainable or decent livelihoods. This paper thus seeks to explore the trainings given to CSR rural women beneficiaries, enterprise so started and enterprise related information by these beneficiaries. Random sampling was used to gather information from rural women CSR beneficiaries. Major findings reveal that out of the total beneficiaries who received training 44.16 percent started their enterprise with 15 percent individually and 29.57 percent involved in group enterprise.