

Evaluation of the Women Economic Development (WEDA) programme in developing women entrepreneurship in Sarikei, Sarawak

[Penilaian program Pembangunan Ekonomi Wanita (WEDA) bagi membangunkan keusahawanan wanita di bahagian Sarikei, Sarawak]

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Keywords: women entrepreneurship, WEDA programme, CIPP

Abstract

Women entrepreneurs in Malaysia have increased significantly since independence and a handful of them have even succeeded in establishing and managing huge businesses in the country. In line with the government indigenous women entrepreneurship empowerment objectives, the Women Economic Development (WEDA) programme under the Department of Agriculture, Sarikei Division of Sarawak was established to strengthen the entrepreneurial potential of local women. In this study, 30 female participants from the WEDA programme were involved. The CIPP (Context, Input, Process and Product) Model Evaluation was used to assess the programme's effectiveness towards women participants in entrepreneurship, especially those involved in agriculture-based activities. The majority of the respondents was Ibans with the age group ranged from 36 to 45 years. The target component one (Women Entrepreneurs Development) managed to achieve only 35% of the target as measured by the changes in total sales and net profit after participating in the WEDA programme, while target component two (Family Income Diversification) managed to achieve 15% of the set target. The results, however, suggest that participants' drive for success is not raised to a greater extent and there is a lack of effort due to the high cost of operation, weather conditions and marketing problems. However, the participants felt the positive changes especially in business knowledge, skill acquisition and entrepreneurial operations.

Introduction

Striking a gender balance in terms of business participation and innovation is a key to advancement and development of a nation's business fabric. When the issue of gender is highlighted in entrepreneurship, it is almost certainly referring to the lack or limited participation of women in business. Entrepreneurship or women entrepreneurship in particular, has attracted

a lot of definitions. Faraha Nawaz (2007) defines an entrepreneur as one who initiates and establishes an economic activity or enterprise.

The Organization for Economic Co-operation and Development (OECD 2004), in their document on women entrepreneurship issues and policies highlighted that gender (women) entrepreneurship should be given a separate

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discussion platform for two reasons. Firstly, women entrepreneurship had been recognized during the last decade as an important untapped source of economic growth. Secondly, women entrepreneurs had created new jobs for themselves and others, and by being different, they provided society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. Many parts of the world have not yet fully recognized women's efforts in entrepreneurship.

Basically, women entrepreneurs in Sarawak would start with a small business before they got involved with bigger ones. In many developing countries, the career option of women both in the rural and urban centres is severely limited by illiteracy and societal stereotype. By extension, they face even more obstacles to start a business such as the lack of capital source and also knowledge regarding entrepreneurship.

As part of the Malaysian government's indigenous women empowerment policy, several programmes were set up through Sarawak State Government to overcome this problem. One of the programmes is the WEDA programme, undertaken by the Department of Agriculture (DOA) Sarikei Division which began in 2005.

WEDA programme focuses on rural industry development and helps potential women entrepreneur development through

four target components: 1) Women Entrepreneur Development; 2) Family Income Diversification; 3) Product Development and Technology Transfer); and 4) Marketing and Entrepreneurial Training. In actualizing these programme objectives, the WEDA programme of the DOA Sarikei Division is sectioned into two components comprising Women Entrepreneur Development [which includes the Small Scale Industry (SSI) and the Cottage Industry Project (CIP)], and the Family Income Diversification (FID) (Figure 1).

Since the programme began in 2005, there has not been any independent or government linked studies to evaluate the achievements registered under the target components of the programme. It is believed that such evaluation would be important for DOA Sarawak to access their progress and take necessary adjustments in the programme implementation. Thus this paper seeks to fill this vacuum.

The research questions in this study were: What is the impact of the WEDA programme on participant's income, knowledge, skill, attitude and business practices?

- 1) Have the programme objectives been achieved? Is the input allocation effective?
- 2) Has the process in implementing the programme been done smoothly?

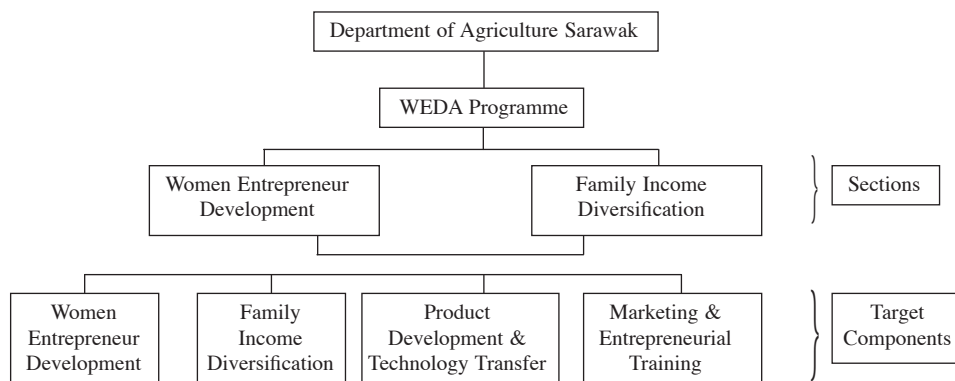


Figure 1. WEDA chart

- 3) What are the products and output or outcome of the project?
- 4) What are the needs and problems of the participants in this programme?

The general objective of the study was to determine the development status of the programme conducted by the WEDA section in DOA Sarikei Division. Specifically, the points of interest of the study were to evaluate the programme's contexts, processes, inputs and products; to identify the impact of the WEDA programme on the participants' income, knowledge, skill, and attitude towards business; and to investigate participants' perceptions and opinions on the programme, and the problems that they are facing.

Literature review

Entrepreneurship involves creativity and innovation that are aimed at getting profits and expanding the product into new markets by taking risks and uncertainties. This has a close meaning to Begum's concept (Begum 1993) of entrepreneurship which is "the general trend of setting up new enterprises in a society".

A more sweeping definition is one specified by the International Labor Organization (ILO), (Islam and Aktaruzzaman 2001). The ILO defines an entrepreneur as a person with a set of characteristics that typically includes self-confidence, result-oriented, risk taking, leadership, originality and future-oriented.

Baumbach and Mancuso (1987) claimed that entrepreneurs are innovators, combining different technologies or business concepts to produce marketable products or services. They fill in the people, financing, production, and marketing gaps by acquiring and assembling the necessary resources into newly created firms. Foremost, they are able to recognize potentially profitable opportunities, to conceptualize the venture strategy, and to become the key force in successfully moving their ideas from the laboratory to the marketplace.

The entrepreneur is indeed the change agent, the source of innovation and creativity, the schemer, and the heart and soul of economic growth. Typically, the entrepreneur is seen as an individual who owns and operates a small business. The true entrepreneur is one that is able to create a new product and to provide new ways of service and implementation. In addition, entrepreneur can be described as anyone who takes risk to develop and implement an enterprise from a small, one-employee shop running on a part-time basis to a new high-tech firm (Burch 1986).

Dollinger (1999) stated entrepreneurship as the creation of an innovative economic organization (or network of organizations) for the purpose of gain or growth under conditions of risk and uncertainty.

Coulter (2001) defined entrepreneurship as the process whereby an individual or a group of individuals uses organized efforts and means to pursue opportunities to create value and growth by fulfilling wants and needs through innovation and uniqueness, no matter what resources are currently controlled. This definition encompasses the complex and multifaceted elements of entrepreneurship.

For women entrepreneurship, Khanka (2002) summed it to be those (women) who innovate, imitate or adopt a business activity. There are several arguments on women entrepreneurship. Schwartz (1979) noted that the women entrepreneurs' major motivations for starting a business were the need to achieve, the desire to be independent, the need for job satisfaction and economic necessity. These female entrepreneurs tended to have an autocratic style of management, and a major problem during the start-up was credit discrimination. Underestimating operating and/or marketing costs were subsequent problems.

Female entrepreneurs in non-traditional business areas (finance, insurance, manufacturing and construction) also differed from their counterparts in more

traditional 'female' business areas (retail and wholesale trade). They had particular difficulty in gaining access to external financial sources (Hisrich and O'Brien 1982).

The World Bank (2007) reporting on women entrepreneurship environment in the Middle East and North Africa, identified that the region faces an important challenge in empowering women, particularly in the economic and political spheres, where their participation remains the lowest when compared to other regions. Some decades ago, women were less educated and constituted a mere fraction of the region's human capital. Barriers that held them back levied a relatively smaller economic cost than today, when women, after decades of investment in their education, account for nearly half the region's human capital, especially among the younger generation. The costs of gender barriers are now larger.

Faraha Nawaz (2007) noticed that entrepreneurship development and empowerment are complementary to each other when linking the much needed women empowerment to entrepreneurship. Women empowerment depends on taking part in various development activities. In other words, the involvement of women in various entrepreneurial activities has empowered them in the social, economic and cultural fields. The power of and access in making decisions have increased for women in Bangladesh, within as well as outside the family. However, women entrepreneurship development varies across rural and urban areas.

Many factors should be considered when women empowerment is taken into account in the entrepreneurial front. All factors need to be intact to enhance sustainable women participation in business undertakings, from the social and economic perspectives to the political obverse.

Programme evaluation

The CIPP Model has been very popular in education and it is a simple system model

applied to programme evaluation. According to Stufflebeam (2003), CIPP Model is a comprehensive framework for guiding formative and summative evaluations of projects, personnel, products, institutions, and systems. The model is configured to be used in internal evaluations conducted by an organization's evaluators. It is also used for self-evaluations conducted by project teams or individual service providers. Contracted or mandated external evaluations can also be carried out. The model's core concepts are denoted by the acronym CIPP, which stands for evaluations of an entity's context, inputs, processes, and products.

Context evaluations assess needs, problems, assets and opportunities to help decision makers define goals and priorities and help the broader group of users to judge goals, priorities and outcomes.

Input evaluations assess alternative approaches, competing action plans, staffing plans and budgets for their feasibility and potential cost-effectiveness to meet targeted needs and achieve goals. Decision makers use input evaluations in choosing among competing plans, writing funding proposals, allocating resources, assigning staff, scheduling work, and ultimately in helping others judge the efforts that have been put in for plans and budgets.

Process evaluations assess the implementation of plans to help staff carry out activities and later help the broad group of users' programme performance, and interpret outcomes.

Product evaluations identify and assess outcomes whether they are intended or unintended, short term and long term, both to help the staff keep an enterprise focused on achieving important outcomes, and ultimately to help the broader group of users gauge the efforts for success in meeting targeted needs.

Methodology

Survey location and respondents

The survey was carried out in Sarikei, Julau, Bintangor and Meradong and Pakan

districts in the Sarikei Division. A total of 30 respondents were selected among the participants of WEDA who were running small scale businesses.

Questionnaire design

The questionnaire designed for the survey was divided into four parts. The first part was on the demography of the respondents, the second part on their business profiles, the third part on their personal perceptions and the fourth part on the programme evaluation. The CIPP (Context, Input, Process and Product) Model Evaluation was carried out in this research by taking related question from the questionnaire. The questionnaire was prepared in accordance with the objectives of the study and used close-ended questions.

Analysis techniques

Descriptive analysis was used in the transformation of raw data into a form that will make them easy to be understood and interpreted; rearranging, ordering and manipulating data to provide descriptive information. This method was used to describe characteristics of the variables in terms of percentage and frequency distribution, chart etc.

The cross tabulation analysis was used to join two or more variables to see the relationship between the variables. A cross tabulation displays the joint distribution of two or more variables. Each cell shows the number of respondents who gave a specific combination of responses, that is, each cell contains single cross tabulation.

The CIPP analysis is a simple systems model applied to programme evaluation. These types are typically viewed as separate forms of evaluation, but they can also be viewed as steps or stages in a comprehensive evaluation.

Results and discussion

Respondent profiles

Age The suitable age for participating in the programme is between 22–56 years. It can be observed clearly that 46.7% of the respondents aged between 36–45 years old. This indicated that almost half of the respondents were middle-aged women. Meanwhile, 30% of the respondents aged between 46–55 years old. Another 13.3% were between 26–35 years old. Only one respondent (3.3%) aged below 25 years old, the youngest among all of them (*Table 1*).

Education The minimum education requirement for a participant to take part in WEDA programme is at least Primary School Standard Six. A total of 15 respondents had Standard Six qualification constituting 50% of the total respondents, which is the largest. This can be attributed to the fact that most of the respondents live in remote rural areas in traditional villages and longhouses in Sarawak. About 37% of the respondents were LCE/SRP/PMR holders while only four participants (13%) were SPM holders. It indicates that the younger the participants, the higher the education level. The need to know the respondents' education level was to determine the literacy level of the respondents because they were required to keep their own record for the projects.

Race Ibans dominate the number of participants in the WEDA programme, making up 73.3% of participants according to race. This is because the majority of the population in Sarikei is the Ibans. The Chinese and the Malays contribute 20% and 6.7% respectively, in this category.

Residential area A majority (80%) of the respondents lived in rural areas where as the remaining 20% lived in suburban areas. It is considered suburban although they lived in villages because the villages are only 3 km to the main town, Sarikei. Those who live in rural areas like in Julau, Pakan

Table 1. Summary of respondents' profiles

Respondents profile	Frequency (n = 30)	Percentage (%)
Age		
<25	1	3.3
26–35	4	13.3
36–45	14	46.7
46–56	11	36.7
Total	30	100
Education level		
Primary school	15	50
LCE/SRP/PMR	11	36.7
MCE/SPM/SPMV	4	13.3
Total	30	100
Race		
Malay	6	20
Chinese	2	6.7
Iban	22	73.3
Total	30	100
Marital status		
Single	2	6.7
Married	28	93.3
Total	30	100
Residential area		
Town	6	20
Rural area	24	80
Total	30	100
Consideration of the occupation		
Main	27	90
Part time	3	10
Total	30	100
Experiences in business before WEDA Programme		
<1	3	10
1–3	8	26.7
3–5	2	6.7
>5	17	56.7
Total	30	100
Monthly income		
RM100–RM500	13	43.3
RM501–RM1,000	7	23.3
RM1,001–RM1,500	4	13.3
RM1,501–RM2,000	2	6.7
RM2,001 and above	4	13.3
Total	30	100

and Bintangor or Meradong, the distance to Sarikei is more than 20 km.

Occupation *Table 1* also shows that 90% of respondents considered this occupation as their main source of income to support their family. However, 10% of them considered it as a part time job because they had other permanent job that gave better income to support their family.

Experiences in business About 56.7% of them were already involved in business for more than 5 years before joining this programme. Only 10% of them were still new in the business, which was less than one year. So, most of them had knowledge, skills and experience in business before joining the WEDA programme.

Income The highest income that the respondents were able to earn from the WEDA programme was RM100–RM500 monthly (43.3%). This income can be concluded as more than what they used to get before joining WEDA programme. Moreover, with their husbands' incomes, they can survive and support their family. Somehow, 13.3% of the respondents managed to earn RM2,001 and above.

Cross tabulation analysis result

Age and level of education Only one respondent aged below 25 was SPM holder (*Table 2*). From four respondents aged between 26–35 years old, two had completed their LCE/SRP/PMR and the other two had SPM qualification. The

largest age group was between 36–45 years old, comprised of nine respondents who completed primary education, four respondents with LCE/SRP/PMR qualification and only one with SPM. In the 46–55 years old age group, five respondents completed their primary school while four respondents completed LCE/SRP/PMR. For 56 years old and above category, only one respondent completed primary school and one respondent with LCE. These indicate that, although the majority of the respondents was not highly educated, they managed to handle their project with the training and skills provided by DOA.

Education level and monthly

income For respondents with standard six education, seven respondents earned RM100–RM500 per month, and two respondents were able to earn more than RM2,000 above (*Table 3*). For LCE/SRP/PMR holders, four respondents earned RM100–RM500 a month and two respondents could earn RM2,000 and above per month. However, no respondents earned more than RM1,000 a month even though they had completed their SPM. The SPM holders earned quite low income compared to the others. These showed that the education level was not the main factor to succeed in the business they involved in.

Context, input, process and product (CIPP) analysis result

Context evaluation Context evaluation includes examining and describing the context of the programme that was

Table 2. Age and level of education

Age	Education level			Total
	Primary school	LCE/SRP/PMR	MCE/SPM/SPMV	
<25	0	0	1	1
26–35	0	2	2	4
36–45	9	4	1	14
46–55	5	4	0	9
>56	1	1	0	2
Total	15	11	4	30

Table 3. Education level and monthly income

Education level	Monthly income					Total
	RM100–RM500	RM501–RM1,000	RM1,001–RM1,500	RM1,501–RM2,000	RM2,001 and above	
Primary school	7	3	1	2	2	15
LCE/SRP/PMR	4	2	3	0	2	11
MCE/SPM/SPMV	2	2	0	0	0	4
Total	13	7	4	2	4	30

evaluated, conducting the need and goal assessment, determining the objectives of the programme, and determining whether the proposed objectives would be sufficiently responsive to the identified needs.

The main objective of the WEDA programme is to enhance the economic potential of rural women through entrepreneurship. The study examined this programme’s goal in relationship with the extent to which it could be achieved. This study further grouped the collected data including the respondent’s location, programme and business activities, and monthly income to explain this context evaluation.

The majority of the respondents (80%) lived in the rural areas. Meanwhile, the remaining 20% lived in the town. It indicated that the majority of the respondents who was involved in the WEDA programme came from the rural area. This is mainly because the objective of the programme is to improve their standard of living.

Agriculture-based activity was the highest activity (60%) participated by the respondents in the WEDA programme while the remaining 40% were in the food processing businesses. The agriculture-based activities include the cultivation and marketing of agricultural produce directly like cultivating of vegetables while food processing include rendering the farm produce into processed products like making ‘kuih basah’, noodles, catering and yeast (ragi) for making ‘Tuak’, the so called Ibans wine in Sarawak.

About 93.3% of the respondents stated that their income had increased after

participating in the programme and it helped them a lot in improving their standard of living. The programme was planned based on the needs to increase the women’s income and their quality of life through small scale business entrepreneurship. This is a positive indication as far as the programme objective is concerned.

Input evaluation Input evaluation includes activities such as a description of the programme inputs and resources; a comparison of how the programme might perform compared to other programmes, a prospective benefit or cost assessment. This type of evaluation examines what the programme plans on doing. It helps in making programme structuring decisions. Input involves steps and resources needed (source of information, allocation, courses and training, methods) to meet the goals and objectives. It helps staff to carry out (plan) the progress of the programme for achieving the programme’s objectives.

A maximum of RM3,000 was allocated to 70% of the respondents in the Family Income Diversify sub-programme, 16.7% of the respondents received allocation amounting to a maximum of RM15,000 for Small Scale Industry sub-programme while 13.3% of them in Cottage Industry sub-programme which received the biggest amount of allocation with a maximum of RM80,000. However, the allocation given was not in raw cash form but in kind of input and services need to get the programme going.

From the total allocations, 30% were used to build processing centre, and another 30% to purchase machines and

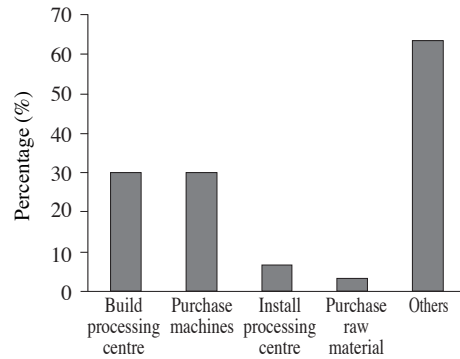


Figure 2. Purpose of allocation

equipment related to the project. However, only 6.7% of the allocations were used in installing the processing centre, for those who had processing centre (Figure 2). Only one participant used the allocation for purchasing raw material, labelling and packaging (3.3%). About 63.3% of the allocations were used for other inputs like seeds, fertilizers, pesticides, nets etc. by those who participated in the Family Income Diversification in vegetable cultivation.

DOA Sarawak distributed the inputs to the participants in the form of capital money or several types of input like seeds, fertilizer and other inputs depending on the type of business. This input allocation helps the participants in running their business. Other inputs given were information and technical services. It helped the programme to be implemented and managed smoothly.

Process evaluation Process evaluation includes examining how a programme is being implemented, monitoring programme's performance, auditing the programme to make sure it follows required legal and ethical guidelines, and identifying defects in the procedural design or in the implementation of the programme. It is vital to make sure the programme is running as planned. It also involves the studies of the implementation carried out by the staff to achieve the objectives of WEDA programme.

In selecting the participants, WEDA decided to consider three important criteria. The first criterion is participant's experience in business before joining WEDA programme. It is important to have at least a base in business so that the programme can kick-start on, and avoid the lack of experience-driven failures. About 96.7% of the respondents had been actively involved in business before joining the programme

The second criterion is their ability to start and maintain record. About 30% of the respondents had been keeping their record previously before they were involved in the programme. On the third selection criterion, the awareness of the participants on the programme requirements through DOA sensitization visits, 56.7% of the respondents were yet to go for visiting while 43.3% of them had visited the project site. The aim for the visit was to make sure the respondents had a clear view of what the business was all about.

The implementation and supervision aspect were about the implementation that were carried out by the officers of WEDA section under DOA. From Table 4, 96.7% of the respondents stated that the implementation and supervision were properly done by WEDA Section, DOA Sarikei Division. It is important for the success of the project. A total of 93.3% of the respondents agreed that they had received visits from the officers. The objective of the monthly visits is to monitor and supervise the respondents' performance and to give advisory services regarding their business. The visits were implemented continuously until the respondents were able to be independent or the programme had come to the end. All respondents responded that they had attended the course organized by DOA.

For the details of the visits, 90% of the respondents received guide and advisory service and 100% of the respondents received supervision on their performance.

Monitoring and supervising are important functions to make sure the

Table 4. Implementation and supervision aspect

Implementation and supervision aspect	Frequency (n = 30)	%
Implementation is done by WEDA Section	29	96.7
Monthly visit from WEDA Section	28	93.3
Attend courses conducted by DOA/Headquarters	30	100.0

Table 5. Performance indicators

Performance indicators	Frequency (n = 30)	%
The selling value reach target (Component 1)	7	23.3
The net profit reach target (Component 1)	7	23.3
The selling value reach target (Component 2)	3	10
The net profit reach target (Component 2)	3	10

Table 6. Changes in gross income after involving in WEDA programme

Changes	Frequency (n = 30)	%
Reduce	1	3.3
Increase	20	66.7
Same	9	30.0
Total	30	100.0

programme is being implemented in the right way and on the right track, so that the programme objectives are achievable. Therefore, visiting the participant's business was a way of communication with participant so that DOA could identify participants' needs, problems and their business progress.

Product evaluation Product evaluation includes determining and examining the general and specific outcomes of the programme. After joining the programme or during participating in the programme, there are a few changes from the respondents' towards perception, reaction and also the knowledge they get during the whole period of involvement in the WEDA programme. The performance indicators were the target that had been set up by WEDA Section as a measurement of the performance of the participants every year (Table 5). Only 35% of the respondents managed to reach the sales value and net profit target set in Component 1, while 15% of the respondents

were able to reach the targets set in Component 2.

There were several changes on participants after they participated in WEDA programme. About 93.3% of the respondents had systematic management in terms of keeping record and increase of knowledge and skills (Figure 3). These were the results of the several training and courses they had attended during the whole process of involvement in this programme.

From the total of the respondents, 90% had an increase in self-appearance and confidence level after taking part in this programme due to the success in their businesses. Besides that, 86.7% of the respondents were able to extend their business by incorporating equipment and machines.

A very important result in the programme is that the income of 80% respondents had increased after taking part in the programme. Furthermore, 50% of the respondents had increased their ownership of properties. Thus it is an indication that from the income they get, half of them used it to improve their standard of living. The learning process also helped the respondents to become more creative with their product and this had been achieved by 73.3% of them.

From Table 6, 66.7% of the respondents had increased their gross income. These mean that the objectives

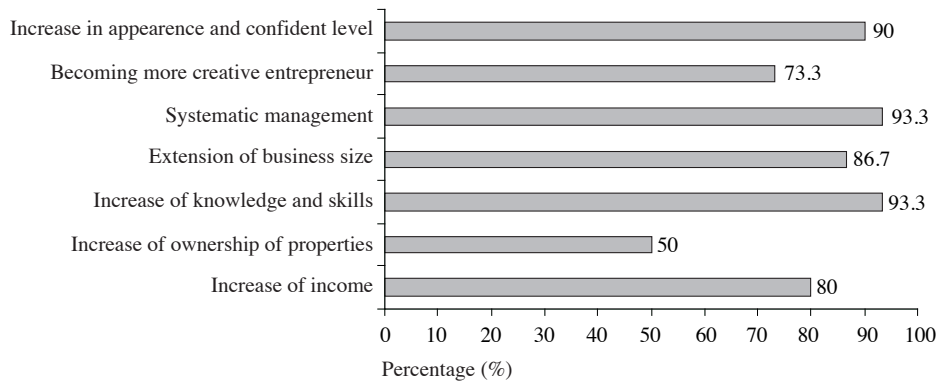


Figure 3. Changes after participated in WEDA programme

of the WEDA programme to increase the income had been achieved although 30% of the respondents' income remained the same and only 3.3% (one respondent) with reduced income.

The function of evaluation is important to identify the output, outcome and the impact of programme to participants. Through WEDA, the objective of the programme was achieved in terms of increasing the participants' income, KASA (Knowledge, Ability, Skill and Attitude) and standard of living.

Conclusion and recommendation

The CIPP analysis result from context evaluation showed that there was generally an increase of income among women entrepreneurs in rural area after participating in the programme. Before the participation, their incomes were below the poverty line and this programme had upgraded their income level.

From input evaluation, it is indicated that the source of information was obtained from WEDA Section officer, and the allocation was not in the money form as DOA allocated it in the form of inputs.

Process evaluation showed that the implementation was well done by the DAO officers. The officers were giving full commitment on the ongoing process of implementation such as doing supervision, giving advisory services and also giving

courses and training to the participants.

Product evaluations identify and assess outcomes whether it is intended and unintended, short term and long term. Through the programme, 35% of the respondents were able to achieve the target set by the WEDA programme requirement.

As conclusion, there were some noticeable positive changes from the participants in terms of knowledge and skills, confidence level, business size and attitude towards success in their business. Similarly, most of the participants (respondents) were satisfied with their participation because through the programme their income had increased. Lastly, the problems that they encountered the most were the cost of operation and promotions.

It is good if DOA Sarawak can extend the participations in WEDA programme from urban areas, not only limiting the participants from rural areas. The programme should also give more training and courses to the staff of DOA regarding new technologies to increase their knowledge and skills, so that they can deliver better information to the participants in the future. By increasing the allocation for each component, participants can increase their competitiveness in their businesses and enhance their performance by giving the best effort to succeed. As about 50% of the respondents were not able

to reach the target indicator that had been set up by the DOA, it should be revised to check whether the targets are too high to be achieved by majorly poor and less educated participants in this programme.

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Abstrak

Bilangan usahawanita di Malaysia telah meningkat dengan ketara sejak negara mencapai kemerdekaan dan sebilangan daripada mereka telah berjaya membina dan mengurus perniagaan yang besar. Selaras dengan objektif kerajaan membangunkan keusahawanan wanita peribumi, Jabatan Pertanian Bahagian Sarikei Sarawak telah mewujudkan program Pembangunan Ekonomi Wanita (WEDA) bagi mengukuhkan potensi keusahawanan wanita tempatan. Kajian ini melibatkan 30 peserta program WEDA. Model Penilaian CIPP (Konteks, Input, Proses dan Produk) telah digunakan untuk menilai keberkesanan program terhadap penyertaan wanita dalam program keusahawanan, khususnya mereka yang terlibat dalam aktiviti berasaskan pertanian. Hasil kajian ini menunjukkan kebanyakan responden ialah kaum Iban berumur antara 36–45 tahun. Bagi komponen satu (Pembangunan Usahawanita), berasaskan ukuran jumlah jualan dan untung bersih selepas menyertai program WEDA ini, hanya 35% sasaran dicapai. Sementara itu, komponen dua (Kepelbagaian Sumber Pendapatan Keluarga) hanya berjaya mencapai 15% sasaran yang ditetapkan. Hasil kajian mendapati kesungguhan peserta untuk berjaya tidak meningkat dengan ketara dan kurang usaha dilakukan disebabkan oleh kos operasi yang tinggi, keadaan cuaca dan masalah pemasaran. Walau bagaimanapun, peserta merasakan perubahan positif dalam pengetahuan perniagaan, kemahiran dan operasi keusahawanan.