

## PROSPECTIVE OF WOMEN ENTREPRENEURS: A CASE STUDY

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### **Abstract**

Entrepreneurship is the only solutions to the growing employment among youth. It helps to generate employment for a number of people within their own social system. This is more beneficial for women both in rural and urban areas as it enables them to add to the family income while taking care of their own home and create awareness on further business .Self employment is the best employment and entrepreneurship is the most important mode of self employment. The emergence of Women Entrepreneurs and their contribution to the national economy is quite visible in India. The number of Women Entrepreneurs has grown over a period of time, especially in the 1990s. Women Entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market, creating a sizable employment for others and setting the trend for other women entrepreneurs in the organized sector. Entrepreneurship gives good exposure to both men and women and gives all levels of empowerment such as social, economic, political, psychological and cultural. The present study focuses on to portray the profile of women entrepreneurs, to examine the nature and extent of family influence to Women Entrepreneurs and to identify the reason for taking up women entrepreneurs

Key Words: Women, Women Entrepreneurs and Women Empowerment

### **Introduction**

Entrepreneurship is the only solutions to the growing employment among youth. It helps to generate employment for a number of people within their own social system. This is more beneficial for women both in rural and urban areas as it enables them to add to the family income while taking care of their own home and create awareness on further business. Self employment is the best employment and entrepreneurship is the most important mode of self employment. The emergence of Women Entrepreneurs and their contribution to the national economy is quite visible in India. The number of Women Entrepreneurs has grown over a period of time, especially in the 1990s. Women Entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market, creating a sizable employment for others and setting the trend for other women entrepreneurs in the organized sector.

Women in the present day world are full of enterprise. They have inherent capacity to organize and manage and therefore, Women entrepreneurial development is a prime concern.

#### **Women constitute 50 percent of the world's population**

- Receive 10 percent of world's income.
- Own just 1 percent of world's property.
- But share 1/3<sup>rd</sup> of the total work hours in the market.

#### **Women Entrepreneurs**

Women Entrepreneurs may be defined as “women of group of women who initiate, organize and run a business enterprise”. A women Entrepreneur can be defined as “a confident, innovative and creative woman capable of achieving self economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal family and social life” - Kamal Singh.

#### **Women's Empowerment**

The Global Conference on women's Empowerment, 1988 highlighted empowerment as the surest way of making women “partners in development”. The best examples are Chanda Kochar of ICICI, Kiran Mazumdar of Biocon in India.

The Food and Agricultural Organisation (FAO) has also emphasized on strengthening and motivating women at the grassroots. These can be achieved by infusing them with a strong, positive self-image, critical thinking, group cohesion, decision-making and equal participation.

#### **Positive Developments**

Starcher states that “to some, women in the developing world” are considered as the best hope for lifting their families and villages out of poverty”.

The Economist notes that “educating more women in developing countries... is likely to raise the productive potential of an economy significantly” (The Female Poverty Trap 2001)

According to the Third United Nations Conference on Less Developed Countries, all sectors of society, both national and international, must tackle the problem faced by Women Entrepreneurs because of the potential benefits of their success for entire nations (“Women Entrepreneurs in Poorest Countries” 2001).

The following are the major factors influencing women entrepreneurs

- Economic independence
- Establishing their own creativity
- Establishing their own identity
- Achievement of excellence
- Building confidence
- Developing risk-taking ability
- Motivation and Equal status in society

### Scope of the Study

The study focuses on the success of women entrepreneurship in selected business. Research has been concerned with an identification of factors with their behaviour

### Objectives of the Study

- To portray the profile of Women Entrepreneurs.
- To examine the nature and extent of family influence to Women Entrepreneurs.
- To identify the reason for taking up Women Entrepreneurs.

The small business and enterprises, women entrepreneurs profile motivational factors and their reasons for taking up entrepreneurs. To study about their nature and extent of their family support to their success.

By and large they confine themselves to small Business and Tiny enterprises. They engross themselves to professions like selling saris and dress materials, fancy store, stitching sudithars, designer blouses and make ups the like. The study covers these types of Women Entrepreneurs. Now, the spread of education and increased awareness are aiding women to spread their wings into areas, which were hitherto the monopoly of men.

Recent studies have revealed that several women are willing to become entrepreneurs due to various reasons. These reasons can be broadly classified into two: (i) Pull factors and (ii) Push factors

**Pull factors** imply the factors, which encourage women to have an independent occupation. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as such an adventure with an urge to do something new.

**Push factors** are those which compel women to take up business enterprises to get over financial difficulties and responsibility is thrust on them due to unfortunate family circumstances.

### Review of Literature

Durgadas (1991) made a study on women entrepreneurship in Bangladesh. The important conclusions drawn from the study were that though the government and non-governmental agencies were involved in income generating activities achievements of the programmes in terms of resources and time was satisfactory, there is hardly any co-operation between them with respect to entrepreneurship development Cromie (1994) tried to bring out the similarities and differences between men women who choose business as their occupation. The important issues revealed by the study were that the reason for taking up entrepreneurship as a career by both men and women was that both are seeking autonomy, accomplishment and opportunity to escape from dissatisfying jobs and both were hoping for economic reward. Prasad and Venkateshwara Rao (1997) tried to analyze the socio-economic background of women entrepreneurs of Andhra Pradesh with the sample size of 125. Majority of them belonged to the age group of 30-40 years, got married, graduated and had greater contacts with government and financial institutions.

### Age Profile

The motivating factors as revealed were to gain identity in the society and support from husband. Reema Nanavthy (2000) discussed the role of women as entrepreneur in the dairy sector of Gujarat. She highlighted the links between SEWA and NDDDB and its importance in developing self employment 40 percent of the women entrepreneurs are in the age group of 20 - 30. Next higher percentage in the 30 - 40 age profile is 30 percent. This shows that energetic women entrepreneurs are coming into the business world.

Age	No. of frequency	In Percentage
20 - 30	20	40
30 - 40	15	30
40- 50	9	18
Than 50	6	12
Total	50	100

Source : Primary data

### Religion

Religion	No. of frequency	In Percentage
Hindu	30	60
Christian	11	22
Muslim	9	18
Total	50	100

Source : Primary data

The Hindu women entrepreneurs are having highest participation rate i.e., 60 percent when compared to Christian and Muslim.

### Marital Status

Marital Status	No. of frequency	In Percentage
Married	40	80
Unmarried	6	12
widow	4	8
Total	50	100

Source : Primary data

80 percent of the Women entrepreneurs are in the married status. About 12 percent of the women entrepreneurs were unmarried. This shows that due to the family ties they are entering into the entrepreneurial world.

Educational Level	No. of frequency	In Percentage
PG	5	10
UG	25	50
SSLC	15	30
Below SSLC	5	10
Total	50	100

Source : Primary data

### Educational Level

Fifty-four percent of the women entrepreneurs are below SSLC level and 36 percent of the women entrepreneurs had completed SSLC. This highlights that with the minimum educational they are booming a women entrepreneurs.

Family Type	No. of frequency	In Percentage
Nuclear	35	70
Joint	15	30
Total	50	100

Source : Primary data

### Type of Family

Women belonging to nuclear family were becoming entrepreneur. Percentage-wise, 70 percent of the women in the nuclear type of family have opted to become entrepreneurs and 30 percent of the women in Joint family system.

### Type of Business

Type	No. of frequency	In Percentage
Boutique Shop	20	40
Beauty Parlor	18	36
Tailoring	12	24
Fancy Store	7	14
Dry cleaning center	3	6
Total	50	100

Source : Primary data

Around 40 percent of the women entrepreneurs were engaged in the boutique shop, 36 percent in beauty parlor, 24 percent and 14 percent were engaged in tailoring units and fancy store respectively and only 6 percent engaged in dry wash units. It is found

that women entrepreneurs are mainly engaged in women related business.

### Occupational Background

Occupational Background	No. of frequency	In Percentage
Agriculture	15	30
Employed	12	24
Business	13	26
Unemployed	10	20
Total	50	100

Source : Primary data

Their family occupational background was mostly in agriculture, business and employed status. For 30 percent of their occupational background is agriculture and for 26 percent of family occupational background is business.

### Source of Support

Supported By	No. of frequency	In Percentage
Husband & Family Members	35	70
Friends	10	20
Others	5	10
Total	50	100

Source : Primary data

About 70 percent of the women entrepreneurs get their assistance through their husband and family members. For 20 percent of the women entrepreneurs get their support through their friends.

### Reasons for Taking up

### Entrepreneurship

Reasons	No. of frequency	In Percentage
Higher Education and communication skills	15	30
Use Spare time	5	10
Self earning, Independent	4	8
Utilize technical know-how	6	12
Contribute to family income	10	20
Overcome unemployment	5	10
Need to be my own boss	5	10
Total	50	100

Source : Primary data

Greater reason for taking up business is that higher education and communication skills i.e., 30 and 20 percent wanted to contribute towards their family income.

### Results of the Study

- Women in the 20 - 30 are groups coming towards successful entrepreneurs.
- Women with the higher educational level they are shining as entrepreneurs.

- Hindu women are more interested to take up business activities
- Majority of the Women entrepreneurs are engaged with boutique shop and beauty parlor
- Women in nuclear type of family have opted to become entrepreneur in a larger scale than in the joint family.
- Women coming from occupational background of agriculture seem to be keener in becoming entrepreneurs.
- Greater reason for taking up business is that higher education and communication skills contribute towards their family income.
- Any sustainable change towards progress needs involvement of women. So women's status has often been argued as an indicator of the level of development of any society.

#### Suggestions

- To encourage higher education and awareness
- Adequate financial resources
- Improve ability to bear risk.
- To promote appropriate technologies to improve their efficiency and productivity.
- To devise and diversify vocational training facilities for women to suit their variety needs and skills.

#### Conclusion

The above analyses make it evident that women are not only great homemakers but also prove to be outstanding business people. So, we definitely hope to see women making a dashing entry into world of business that has remained as an exclusive monopoly of men.

Nancy Reagan has rightly quoted "A women is like a tea-bag you can't tell how strong she is until you put her in hot-water". Our Indian entrepreneurs like Naina Lal Kidwai of HSBC, Ekta Kapoor of Balaji TeleFilms and Shanaz Hussain of Shanaz Herbals have proved this. And it is perhaps in the world of entrepreneurship that the recognition and value of women's contribution is the most vital to the making of a better tomorrow.

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