

A STUDY ON SOCIO ECONOMICS BACKGROUND AND STATUS OF WOMEN ENTREPRENEURSHIP IN SMALL SCALE INDUSTRIES

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Introduction

Women were the first human to taste bondage. She was a slave before slavery existed. Man has always played the role of lord; as a result his physical and mental development took place at a good pace befitting his occupation and field of interest. In the country, the overall growth of women remained stunted. By sheer custom, even the most ignorant and worthless man has been enjoying superiority over women, which they do not deserve. Women were denied the benefit of education. They had no opportunity to develop their capacities and become help less; narrow minded and peevish.

Of the worlds on billion illiterate adults, two- third are women.

Economically, women have been making progress, but still men enjoy a larger share of the cake. In India, although women constitute approximately 50 percent of the total population, entrepreneurial world is still male dominated one.

The general attitude of the people about women entrepreneurs is that they are makers of pickles, Mashala, and other house hold goods. But today non traditional enterprise are easily managed by women and are done so excellently with them as the decision makers.

Women entering the field of business face numerous barriers and tangible obstacles. They have to overcome the struggle and frustration and handicaps to emerge as entrepreneurs and to achieve to success a business. When it comes to competition, women have a fight on same footing

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as men. Survival and growth come from individual competencies and skills and not from concessions given to women entrepreneurs.

Women entrepreneurs in India have to cope with various socio- economic problems. Society's attitude and support are the major determinates of women entrepreneurial success. The social and cultural roles played by women may place an additional burden on them. As a part of their social binding, women have to perform household duties with simultaneously operating as business owners. A women entrepreneur is expected to perform the of wife, mother, daughter-in-law and business women.

Women entrepreneurs face difficulty in getting finance which is a critical recourse for venture creation. Women believe that lending practice of banks and government funding agencies were too restrictive for them. They used their own personal saving to start their business.

Though women are equally qualified as man to succeed as entrepreneurs, they suffer from two distinct disadvantages as compared to men, namely, lack of confidence in their own abilities and society's lack of confidence in women's ability.

There are several research studies in the subject of self-employment and small scale business ownership; most of the studies have concentrate upon the male-owned enterprise. Hence the researcher has made an attempt to analyze the role of women entrepreneurs in small scale industries in "Pilakhua" Distric Ghazibad (U.P.).

ABOUT PILAKHAWA

Pilkhuwa is a city a municipal board in Ghaziabad district in the Indian state of Uttar Pradesh. It is famous for its textiles produce especially bad sheet. According to the myths city got its name in British age, there was an elephant named PIL (Elephant), village people used to ask what happened, they used to replied in short PIL Khuwa [PIL Khoo Gaya (Pil is lost)] the place where the queen elephant was lost named Pilkhuwa.

Demographics

Pilkhuwa had a population 67.191 (2001) males constitute 53% of the population and females 47%. Pilkhuwa has an average literacy 62%. Higher than the national average of 59% male literacy is 71% and female literacy is 52%. In Pilakhuwa, 17% of the population is under 6 years of age. Pilakhuwa is famous for Gandhi dream Khadi. Pilakhuwa is well known for small industries for manufacturing the Canvas.khadi and printing work. This city is known as the

Textiles City, as the city is near Delhi hardly 35 km. far from Delhi lies in NCR (National Capital Region) area, now emerging place for high Education Institute. In past 5 years of time city has almost 15 colleges.

A part from this city is now the next destination of new face of development as big players in real Estate are moving towards the city as it is near the projected famous Reliance Power Plant & NTPC is already in production. The city is on the the Delhi-Lucknow national highway (NH24). The railway station serves the Delhi, Lucknow and Haldwani Line. Also buses are frequently available. There is many famous temples such as chandi devi mandir near roadways bus stand, radha krishan mandir near mandi tirha. Master rajpal singh is the local MLA. Pilakhuwa is also famous for its charitable work. The Satyam Shivam Sundaram Charitable eye Hospital established by Shri Dina Nath Gupta in one example of its philanthropists.

LITERATURE REVIEW

Darrene, Harpel and Mayer, (2008) performed a study on finding the relationship between elements of human capital and self employment among women. The study showed that self employed women differ on most human capital variable as compared to the salary and wage earning women. The study also revealed the fact that the education attainment level is faster for self employed women than that for other working women. The percentage of occupancy of managerial job is found to be comparatively higher in case of self employed women as compared to other working women. This study also shed light on similarity and dissimilarity of situations for self employed men and self employed women. Self employed men and women differ little in education, experience and preparedness. However, the main difference lies in occupational and industry experience. The percentage of population holding management occupation is lower for self employed women as compared to self employed men. Also the participation levels of self employed women are found to be less than of self employed men in industries like communication, transportation, wholesale trade, manufacturing and construction. The analysis is based on data from the Current Population Survey (CPS) Annual Social and Economic Supplement (ASEC) from 1994 to 2006.

Jalbert, 2000 performed a study to explore the role of women entrepreneurs in a global economy. It also examined how women's business associations can strengthen women's position

in business and international trade. The analysis is performed on the basis of facts and data collected through field work (surveys, focus groups and interviews) and through examining the existing published research. The study has shown that the women business owners are making significant contributions to global economic health, national competitiveness and community commerce by bringing many assets to the global market. As per the analysis of the research study, women entrepreneurs have demonstrated the ability to build and maintain long-term relationships and networks to communicate effectively, to organize efficiently, to be fiscally conservative, and to be aware of the needs of their environment and to promote sensitivity to cultural differences. Researchers contend that women business owners possess certain specific characteristics that promote their creativity and generate new ideas and ways of doing things. These characteristics include focus, high energy level, personal motivations, self employed father, social adroitness, interpersonal skills etc. There is a worldwide pool of economically active persons, known as the Women's Indicators and Statistical Data Base (WISTAT), from which one can extrapolate the general number of women entrepreneurs. WISTAT titles the category "employers and own-account workers," but the category could be termed as well as self employed or business owners. The category describes those who are economically independent and who could be entrepreneurs. The number of women to 100 men in each region is represented for three decades spanning 1970 to 1990. The study revealed that the gap between men and women business owners has narrowed significantly. In 1970 women numbered 26 for each 100 men, but by 1990 women numbered 40 for each 100 men who were self employed

Tambunan, (2009), made a study on recent developments of women entrepreneurs in Asian developing countries. The study focused mainly on women entrepreneurs in small and medium enterprises based on data analysis and review of recent key literature. This study found that in Asian developing countries SMEs are gaining overwhelming importance; more than 95% of all firms in all sectors on average per country. The study also depicted the fact that representation of women entrepreneurs in this region is relatively low due to factors like low level of education, lack of capital and cultural or religious constraints. However, the study revealed that most of the women entrepreneurs in SMEs are from the category of forced entrepreneurs seeking for better family incomes.

Das, 2000 performed a study on women entrepreneurs of SMEs in two states of India, viz, Tamilnadu and Kerala. The initial problems faced by women entrepreneurs are quite similar to

those faced by women in western countries. However, Indian women entrepreneurs faced lower level of work- family conflict and are also found to differ from their counterparts in western countries on the basis of reasons for starting and succeeding in business. Similar trends are also found in other Asian countries such as Indonesia and Singapore. Again the statistics showed that the proportion of business setup and operated by women is much lower than the figures found in western countries.

Singh, 2008, identifies the reasons & influencing factors behind entry of women in entrepreneurship. He explained the characteristics of their businesses in Indian context and also obstacles & challenges. He mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs. He suggested the remedial measures like promoting micro enterprises, unlocking institutional frame work, projecting & pulling to grow & support the winners etc. The study advocates for ensuring synergy among women related ministry, economic ministry & social & welfare development ministry of the Government of India.

Lall & Sahai, (2008), conduct a comparative assessment of multi-dimensional issues & challenges of women entrepreneurship, & family business. The study identified Psychographic variables like, degree of commitment, entrepreneurial challenges & future plan for expansion, based on demographic variables. Through stratified random sampling & convenience sampling the data have been collected from women entrepreneurs working in urban area of Lucknow. The study identified business owner's characteristics as self perception self esteem, Entrepreneurial intensity & operational problem for future plans for growth & expansion. The study suggested that though, there has been considerable growth in number of women opting to work in family owned business but they still have business but they still have lower status and face more operational challenges in running business.

Bowen & Hisrich, (1986), compared & evaluated various research studies done on entrepreneurship including women entrepreneurship. It summaries various studies in this way that female entrepreneurs are relatively well educated in general but perhaps not in management skills, high in internal locus of control, more masculine, or instrumental than other women in their values likely to have had entrepreneurial fathers, relatively likely to have frts born or only

children, unlikely to start business in traditionally male dominated industries & experiencing a need of additional managerial training. Women network report on Women in Business & in Decision Making focus on women entrepreneurs, about their problems in starting & running the business, family back ground, education, size of business unit. Some interesting facts which came out from this report are less educated women entrepreneurs are engaged in micro enterprises, have husband & children but have no help at home. Most of the women establish enterprises before the age of 35, after gaining some experience as an employee somewhere else. The motivational factors were desire for control & freedom to take their own decision as well as earning handsome amount of money. Dedication of more than 48 hours in a week with the family support to their enterprises gave them a sense of self confidence. However, to maintain balance between family & work life is a major challenge before women entrepreneurs especially for those who have children & working husband.

Cohoon, Wadhwa & Mitchell, (2010), present a detailed exploration of men & women entrepreneur's motivations, background and experiences. The study is based on the data collected from successful women entrepreneurs. Out of them 59% had founded two or more companies. The study identifies top five financial & psychological factors motivating women to become entrepreneurs. These are desire to build the wealth, the wish to capitalize own business ideas they had, the appeal of startup culture, a long standing desire to own their own company and working with someone else did not appeal them. The challenges are more related with entrepreneurship rather than gender. However, the study concluded with the requirement of further investigation like why women are so much concerned about protecting intellectual capital than their counterpart. Mentoring is very important to women, which provides encouragement & financial support of business partners, experiences & well developed professional network.

Greene et.al., (2003), evaluate the research & publication contribution in the area of women entrepreneurship. The study categorized various journal & resources of research on the basis of certain parameters concerned with women entrepreneurship like gender discrimination, personal attributes, financing challenges, business unit, context and feminist perspectives.

Damwad, (2007), describes the experiences, initiatives & obstacles faced at five Nordic countries like Finland, Denmark, Iceland, Norway & Sweden towards women entrepreneurship. It broadly identifies few obstacles like financing, lack of knowledge & skills in business life, markets & entrepreneurial activity, work life balance including lack of growth & wishes to grow

and most importantly women as other groups are heterogeneous. The study compares early stage entrepreneurial male & female activity among Nordic countries with the same of USA. It also compares various programme & schemes developed by Nordic countries & agencies that provide support to them. OECD & European Commission are focusing on methodologies in analyzing quantitative & qualitative women entrepreneurship. The Nordic countries need a framework for policy learning develop a proper policy mix towards promoting women entrepreneurship.

METHODOLOGY

The present study is based on both primary and secondary data. Primary data have been collected by conducting an approx 20 days of survey -----
-----secondary data have been collected from books journals news papers reports internet and unpublished records of “Pilakhua” District Ghazibad (U.P.).

OBJECTIVE OF THE STUDY

This study is carried out to analyze socio- economic background and status of women entrepreneurs in small scale industries in Pilakhuwa District Ghaziabad.

AGE WISE CLASSIFICATION OF WOMEN ENTREPRENEURS

Women entrepreneurship in small scale industrial units in Pilkhua District Ghaziabad is of different age group.

Shows the age-wise classification of women entrepreneurs.

S.No.	Age	Number of Respondents	Percentage of Total
1.	Up to 20 years	13	6.5
2	20-40 years	120	60
3.	40-60 years	55	27.5
4.	Above 60 years	12	6
	Total	200	100

Women entrepreneurs belong to different communities such as forward, backward and the like. Table 2 reveals the classification of sample women entrepreneurs on the basis of their community.

COMMUNITY-WISE CLASSIFICATION OF WOMEN ENTREPRENEURS

<i>S.No.</i>	<i>COMMUNITY</i>	<i>Number of Respondents</i>	<i>Percentage of Total</i>
1.	Forward	42	21
2	Backward	120	60
3.	Most backward	28	14
4.	Scheduled caste	10	5
	Total	200	100

Based on the influence of the Indian social taboos and norms against women, the researcher started with the supposition that marriage would affect women turning entrepreneurs. But, the enquires show the other way around.

CLASSIFICATION OF WOMEN ENTREPRENEURS ON THE BASIS OF MARITAL STATUS

<i>S.No.</i>	<i>Marital Status</i>	<i>Number of Respondents</i>	<i>Percentage of Total</i>
1.	Married	134	67
2	Unmarried	33	16.5
3.	Widow	27	13.5
4.	Divorcee	6	3
	Total	200	100

Entrepreneurship is not the exclusive privilege of the educated. These are successful women entrepreneurs who are not well-educated. Women entrepreneurship in small-scale industries are not required to have any specific educational qualification. Hence, their educational qualification differs.

CLASSIFICATION OF WOMEN ENTREPRENEURS ON THE BASIS OF LITERACY LEVEL

<i>S.No.</i>	<i>Literacy Level</i>	<i>Number of Respondents</i>	<i>Percentage of Total</i>
1.	Illiterate	15	7.5
2.	School Level	116	58
3.	College Level	55	27.5
4.	Technical	14	7
	Total	200	100

A woman has more time for herself if she is in a nuclear family. It encourages her to enter into entrepreneurship. In contrast, a woman in a joint family has many limitations. Most of her time is spent in household chores. The way in which she utilizes her time is subject to the family elders. Due to these factors, entrepreneurship is rare among the women in joint families.

CLASSIFICATION OF WOMEN ENTREPRENEURS ON THE BASIS OF TYPE OF FAMILY

<i>S.No.</i>	<i>Type of family</i>	<i>Number of Respondents</i>	<i>Percentage of Total</i>
1.	Nuclear	116	58
2.	Joint	84	42
	Total	200	100

Social and culture values of conventional society in India limit the role of women to the family as wives or mothers. There is a doubt that women- owned business is not actually operated and controlled by them because in most of the cases only their names are used.

CLASSIFICATION OF WOMEN ENTREPRENEURS ON THE BASIS OF PERSONS HAVING CONTROL OVER THE BUSINESS

<i>S.No.</i>	<i>Person having control in the in the business</i>	<i>Number of Respondents</i>	<i>Percentage of Total</i>
1.	Self	74	37

2.	Husband	66	33
3.	Brother-in-laws	13	6.5
4.	Father	14	7
5.	Sons	13	6.5
6.	Father-in law	10	5
7.	Brother	8	4
8.	Son-in law	2	1
	Total	200	100

MODE OF DECISION MAKING IN THE BUSINESS

In the management of a business the success depends on timely decision. Women entrepreneurs in making decision can adopt different modes depending on the situations.

<i>S.No.</i>	<i>Decision</i>	<i>Number of Respondents</i>	<i>Percentage of Total</i>
1.	Consulting family members	95	47.5
2.	Independent decision	71	35.5
3.	Consulting employees	20	10
4.	Professional advice	14	7
	Total	200	100

CLASSIFICATION OF SMALL SCALE INDUSTRIAL UNITS ON THE BASIS OF THE LOCATION

One of the factors contributing to the growth of an industry is the location such as tax tiles in Mumbai, software in Bangalore, automobiles in Chennai. The enterprises run by women in Pilakhuwa and both rural and urban areas.

<i>S.No.</i>	<i>Location</i>	<i>No. of Units</i>	<i>Percentage of total</i>
1.	Rural	127	63.5
2.	Urban	73	36.5
	Total	200	100

CLASSIFICATION OF ENTERPRISES ON THE BASIS OF PLACE OF OPERATION

Women have to play dual role both in the family and business. It will be easy for them to look after their business and their family if the working place is nearer to their home.

<i>S.No.</i>	<i>Place to residence</i>	<i>No. OF Units</i>	<i>Percentage to total</i>
1.	Nearer to residence	101	50.5
2.	Home-based	46	23
3.	Residential Area	31	15.5
4.	Industrial Estate	22	11
	Total	200	100

CLASSIFICATION OF ENTRISEPRISES ON THE BASIS OF NATURE OF BUSINESS

A small scale industries unit can be for either manufacturing products or providing services.

<i>S.No.</i>	<i>Nature of business</i>	<i>No. of Units</i>	<i>Percentage of total</i>
1.	Manufacture	164	82
2	Service	36	18
	Total	200	100

CLASSIFICATION OF ENTRISEPRISES ON THE BASIS OF THE TYPE OF ORGANISATION

Small scale units are of different types such as a sole trader concern, partnership firm and private limited company.

<i>S.No.</i>	<i>Type of organization</i>	<i>No. of Units</i>	<i>Percentage of total</i>
1.	Sole proprietorship	144	72
2	Partnership	54	27
	Private Limited Company	2	1

Total	200	100
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CLASSIFICATION OF ENTRISEPRISES ON THE BASIS OF MODE OF STARTING THE BUSINESS

A business may be started either afresh of by acquiring an existing one. It is interesting to know how women entrepreneurs in “Pilkhuwa” started their business.

<i>S.No.</i>	<i>Literacy Level</i>	<i>Number of Respondents</i>	<i>Percentage to total</i>
1.	Newly started	81	40.5
2.	Inherited	45	22.5
3.	Taken on lease	26	13
4.	Sick Unit Purchased	28	14
5.	Acquired from Partners	20	10
	Total	200	100

FINDING

- More than five-fifteen of the women entrepreneurs have support their family members in running their business.
- More than two-third of the women entrepreneurs are below 40 years of age.
- In the small-scale industrial units run by women entrepreneurs, units under the control of women concerned topped the list followed by the business run under the control of their husbands.
- More than four-five of the enterprises are manufacturing units.
- Nearly two thirds of the entrepreneurs are located in rural areas.
- Majority of the women entrepreneurs have studied up to school level.
- Majority of the women entrepreneur have employment experience before starting the new business.
- A majority of the women entrepreneurs have surplus income from their business.
- A majority of the women entrepreneurs have experience in business before starting the enterprises.
- A majority of the women belong to category of first generation entrepreneurs.
- Nearly three- fourths of the enterprises belong to sole-trader type.

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