

ROLES OF A BHARTIYA NARI VYAPARI: A CASE STUDY REVIEW APPROACH

Mr. Jignesh N. Vidani*

Abstract

Time is the best solution for any problem that is unsolved. Such was the case with the women in the past few centuries. At the Beginning of the 21st century time changed the image of the women in the view of the world economy. Women have crossed their comfort zone and have moved towards the development of their own enterprise.

Women are regarded as the better half for each man. They have been successful in managing the burden of both household work and the targets of the work place. Now many of us are eager to work in a women organized enterprise. This has enhanced the image of women as an entrepreneur.

In this research an attempt has been made to study the role of women entrepreneurship in the world economy as well as society at large, challenges that she faces, reasons for moving towards the path of entrepreneurship and suggestions that a women should have to follow to become a successful entrepreneurs.

Keywords:Entrepreneurship;Entrepreneur;Enterprise;Economy.

*** Assistant Professor – Rai Business School, Rai University, Dholka-Saroda Road, Dholka, Ahmedabad**

1. Introduction

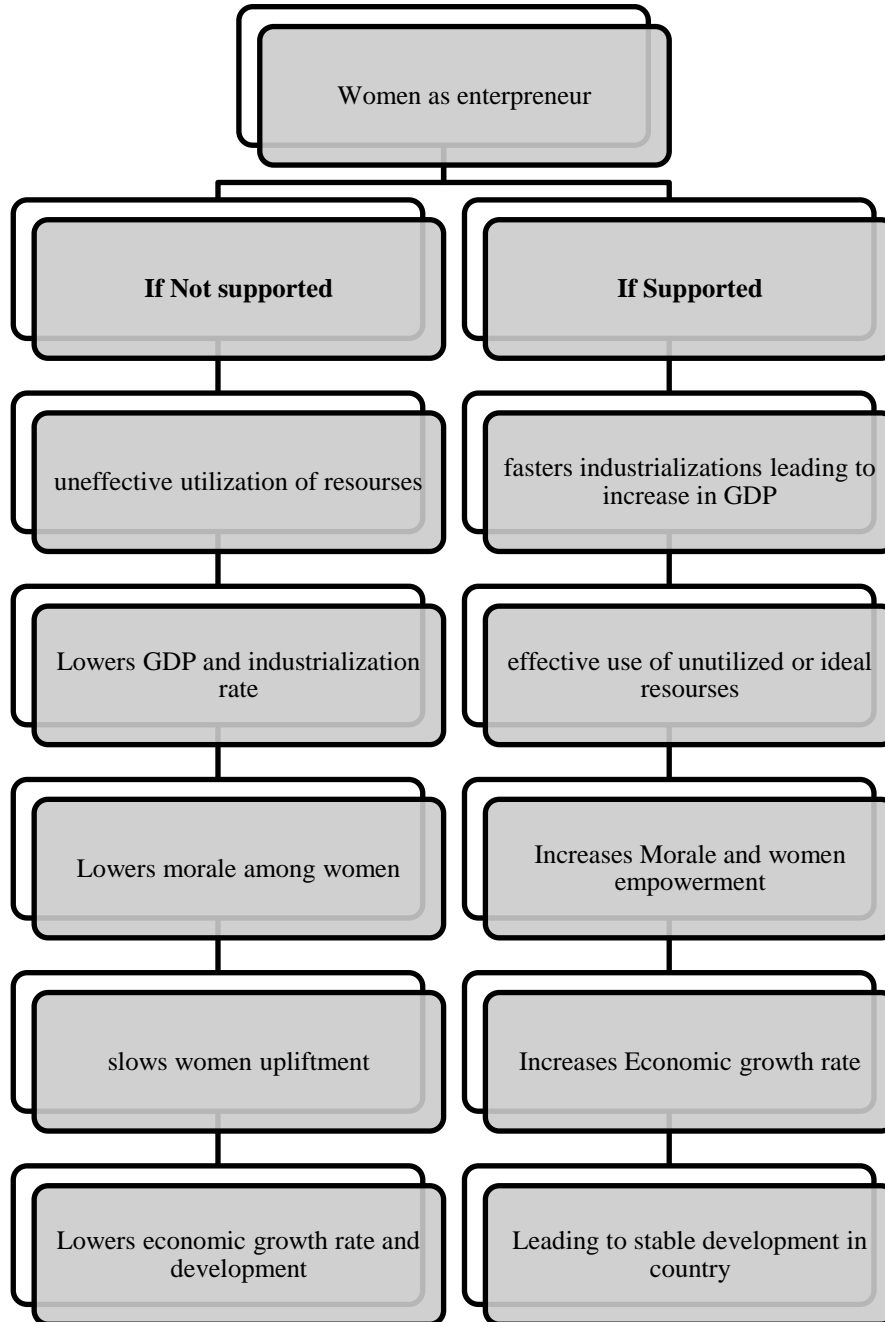
“You can tell the condition of a nation by looking at the status of its women”

-Mr. Jawaharlal Nehru

Entrepreneurship is more difficult for the females as they have to perform two types of role one as housewife and other as business women. Due to entrepreneurship long term business opportunity, job creation and employment creation has been motivated. The effect of globalization has created boom in the women entrepreneurship. Females bring commitment and integrity because they care for economic development, entrepreneurial development and innovation. After the beginning of 21st century women have been taking keen interest in the self development, self reliant, independent, entrepreneurial goals, innovation and their own upliftment.

Women have come forward in both the sectors i.e. in rural areas (Knitting, pickle making, toy making etc.) and urban (gym, beauty parlor, catering services, computer training etc.). More and more women are coming forward taking entrepreneurship as a field of development. Usually women come up with micro businesses due to lack of capital needed, lack of self confidence to run an enterprise as well as face social environmental constraints.

Women who have an urge to come forward in entrepreneurial and managerial field face much kind of social problems. Establishing and running a business successfully is too much difficult for them as they have to face family issues which is one of the key reason and the other is his chances of failure due to lack of support from the society. Eventually it leads to slower rate of industrialization and also the ineffective use of scarce and idle resources of the country. It is now in the recent era entrepreneurship is regarded as the field of development for women and should be supported by motivation, training and family support.



(Source: Literature review)

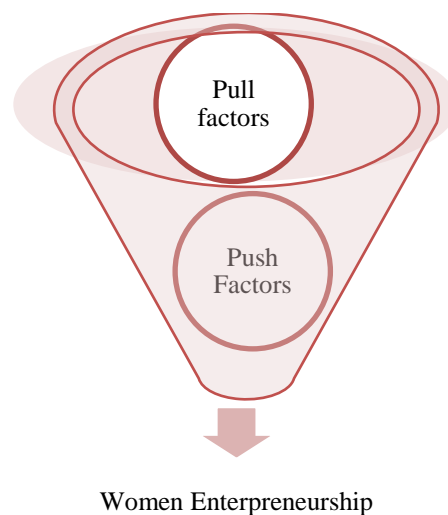
1.1 Review on Women Entrepreneurship in India

Women entrepreneurship can be defined as the enterprise developed, organized and run by the women power. As per the Indian government women entrepreneurship is an enterprise which has 51% of capital invested by a women and which employs atleast 51% of women for working in an enterprise. Talking about the functions of the women entrepreneur it has many functions to

perform. They should explore new opportunities in business; develop new innovative products, take risk of launching the product, successfully running the organization, engage in effective leadership and much more. As a female they have to face huge amount of difficulties. They are always treated as minor and hold less power over the family. They have to deal with the discrimination in the society. At each stage they have to manage Family and business both. It is very hard to manage both a business enterprise and the family requirements. They have to prove and work than that of men. Women entrepreneurs have made significant development in the economy of India. The sectors selected by the women for entrepreneurship are hotel, hospitality, restaurants, trade, education, cultural, insurance and manufacturing.

1.2 Essential elements of women entrepreneurship in India

A woman in business is a recent process in India. By and large they have engaged themselves in developing, running and organizing small, tiny and Cottage industries. The erge of development in them boosted the spirit of becoming independent which in turn led to formation of an organization working on by them. The sense of achievement of independent life and create a good career is the motivational factor behind the women entrepreneurship. The women have been tired and bored doing the household work and following domestic responsibilities, so they took entrepreneurship as a challenge to develop self-reliant and independence in their life. This all can be kept under the pull factors. In the Push factors we can take family compulsion and responsibility to do business.



These have made some remarks due to following reasons as follow:-

- They want to improve their position in innovative thinking as well as in the competitive jobs.
- They want to change their control of balance between their families and responsibility as well as their business levels
- They want to change to prove that they can become self reliant and independence

2. Research Method

Research Problem	:	Challenges and roles of Women as an entrepreneur
Type of Research	:	Descriptive
No. of Interviews Conducted	:	50 members
Data Collection Method	:	Primary and secondary
Research Design	:	Qualitative & focused group interview

3. Discussion and Analysis

3.1 Role of women as entrepreneur

1.) Imaginative

It is related to the innovative approach of the women in developing a product and organizing things in the unique way. They have very well planned approach towards identifying the gap between demand and supply, leading to identifying the entrepreneurial needs. In this regard women have association with knowledgeable people and contracting the right organization offering support and services.

2.) Attribute to work hard

After having an idea of developing a new product or service, the next level that comes is doing a concrete work behind that idea convention into a business opportunity women are hard workers as they manage both house and office together.

3.) Passion

Making plans only on paper is not enough they should also have passion to develop their dream project into reality. Study shows that those women had that passion have been successful in

forming, organizing and running the enterprise. This has also indicated those women with passion work harder and harder to convert their dreams into the project.

4.) Ability and Desire

Only having passion is not enough she should have the ability to work for the development of the enterprise and should have the utmost desire to take risk in to the business. They should be risk takes and not risk averse. The study has also shown that those passionate and hard working women have the guts and desire to take risks and create successful organization

5.) Profit Earning capacity

Only having the desire and ability is not enough. She should also have the capacity to earn profit or make profit constantly in the years of business commencement. They are much better than men in the task of earning money. They have the capacity to maintain and run all household expenses in what their husband give to them as monthly expense. In spite of spending the amount on expenses they save out of it and generate savings. So they have the capacity to earn or make profit out of any situation. Those women who are passionate, hard working and take risk surely make profit in business successfully.

3.2 Hardships faced by women entrepreneurs in India

Women in India faces huge amount of tribulations or say misery as compared to males in the field of entrepreneurship. Some of them can be listed below:-

1. Indian society believes that women are meant to do only two things one is household activities and the other is taking care of the family members, where as talking about the business it's the men's task. The regretful thing is that our social customs do and follow the same thing. While the investors think that it is much more risky to invest in an organization run by a women
2. Financial institutions are even doubtful about the entrepreneurial abilities of a woman. These institutions believe that granting credit to women is much more risky than providing credit to the males. As per the report of United Nations industrial development organization, the chances of loan repayment of women is much higher than male, inspite of that they face high rate of misery than male.

3. While talking about the entrepreneurs, they require either formal loans from bank or money from the savings account. Taking into consideration the women of developing countries have a little access to funds, this is one of the reason that they have concentrated only on the small businesses that can run on a small scale of capital only. The women entrepreneurs lack the financial access due to in ability to provide tangible security. Very few among them have access to tangible assets.

4. In our Indian society we believe that the primary work of a female is to take care of children, husband and in-laws or say parents and after that if time permits them, than it can be utilized for the entrepreneurial activities. Moreover financial institutions discourage them by saying that they may anytime quit their business and become housewife. This is the reason that these women entrepreneurs have to rely on their personal savings and borrowings from friends or relatives.

5. Indian women emphasis more on family and relation. Man think women are born only to give love, maintain family peace as well as welfare and follow social customs. The power of entrepreneurship has been under estimated by among them. Now here is the point where the success of women entrepreneurs solely depends on the support that the family is providing to them.

6. Another argument is that females have to depend on the males for the sales and core marketing of the products. Marketing means mobility and confidence of dealing with the external world, both of which women have been discouraged from developing by social conditions. Males argue that women do not possess the management skills of running an enterprise. They have to depend on the office staffs and other members for organizing a business enterprise.

7. The competition among male and female is the different factor and a hurdle that is being faced by the women entrepreneurs in India. Males believe that travelling day and night through various regions and states are found less among the women. This proves that they have very low level of freedom of expression and freedom of mobility among them.

8. Whenever we do business we have to purchase raw material from the supplier who is offering at a least cost or price by cumulative bargaining and negotiating with them. The selection of the best raw material is also one of the skills that an entrepreneur should possess. Males believe that a woman lacks the bargaining and negotiating skills among them, which directly affects the entrepreneur's journey in business

9. Having latest technological knowhow a vital part of entrepreneurial skill i.e. required for an entrepreneur. For that the person should have the common literacy level, where as talking about India, here women have less literacy as compared to the male in the society. This will lead to the failure of the women's journey of entrepreneurship.

10. Low level of risk taking attitude is one of the factors which are affecting the women to get into entrepreneurship. Low level of education leads to low level of self confidence and self reliance to the females who are engaged in the entrepreneurship. Investing money, maintaining day to day operations and reinvesting the profits into the business requires high risk taking attitude, courage and confidence. Though the risk tolerance ability of the women is found high in day to day activities, but low compared to that of males in terms of entrepreneurship.

3.3 Upcoming projections of women entrepreneurship in India

As we see the current businesses and the entrepreneurship growth in the world, we can note the tremendous increase in the women taking business as the opportunity for growth and career development. If this would continue than it will get doubled within 5-8 years ahead. Indian women are also not lacking behind in this race of entrepreneurship and their contribution is much more significant in the Indian economy. The procedure of doing business and the organizational structure has undergone drastic change. The technological advancement and internet has changed the way of doing business. Various types of organizations have been created with regards to the structure of work, required qualification and management skills. The entrepreneurial culture is going under a dramatic positive change.

The Indian government wants the trend of women empowerment through entrepreneurship to continue. Government has taken initiatives to provide finance and other supports, that a women needs to establish an enterprise, especially small enterprises. These initiatives are boosting the power of entrepreneurship among the female class of society. Now, so forth has increased the immense confidence of risk bearing ability, uncertainty bearing attitude and other entrepreneurial abilities among them. To boost confidence and "sell one's idea" is the policy used by women entrepreneurs now a days. Women want more reliable counseling in the fields like financing, liquidity, budgeting etc. women also wants more support from the banks. But the main thing is that they should know how to sell their ideas.

Due to support of government and non-government organizations, we have noticed a change or a spark in the field of women entrepreneurship which has also boosted the economic development of India. Still Concrete efforts are being made to bring changes in the field of women entrepreneurship.

4. Case study – Srijita Bhatnagar founder of Ethnicshack

EthnicShack is a brand that makes Fashionable Handmade Products for today's generation. Our Objective is to bring Fashion designed by Hand to see which is modern, quirky and yet affordable. An initiative to celebrate finest arts & crafts to bring back handcrafted products in our daily life!

EthnicShack was born out of sheer love and passion for Handmade, Hand woven and Hand crafted products. Our mission is to celebrate crafts and craftsmen like never before. They want people to appreciate crafts and make hand crafted products part and parcel of their daily lives. They want today's generation to take up the oath to restore the old glory of our past by appreciating and popularizing forgotten Indian Handicrafts.

EthnicShack produces and markets real fashionable Apparels, Accessories and Home Decor products that can be used in our daily life. They connect with the artisans, craftsmen and designers to work collaboratively and produce authentic handmade products in affordable price. Our mission is to modernize the traditional arts and crafts. The main problem with Handicrafts is that there are lots of replicas available in the market. Therefore the fight is between the real masterpiece vs the replicas. They solve this problem by connecting with the artisans and craftsmen themselves and working collaboratively with them to make and market authentic products in affordable prices.

They bring these exquisite, timeless pieces of art for our consumers with the relevant information on what these are, how these are made, what makes them so exclusive etc. All our products are affordably priced, making it easy for today's generation to appreciate and possess them.

The products are available on EthnicShack.com, Flipkart, Snapdeal, PayTM and coming soon to many others globally.

4.1 Family Background

She was born in West Bengal. As her father had a transferable job she was never able to get too comfortable with her surroundings, environment, friends, and neighborhood. Every time she got comfortable with her surroundings, she would be uprooted and planted in a new place again. This probably has had a great influence in shaping her as a person, making her more confident of facing the unknown and enjoying it. When she did not had any option but to embrace change, she tends to appreciate small things in life. You grow up with a more open mind. You look at things from more unbiased point of view.

Apart from that, fortunately she hailed from a family which had a solid value system. Though her paternal grandmother couldn't go to school after a certain age, she was an avid learner. She would always ask for her text books to learn something new. Her grandfather was a renowned doctor and was a well respected man in the town he lived in.

Her parents raised her to be a fighter, helping her face the world with confidence. There had been times when she would be bullied by others, mainly boys; it was her father who refused to come to her rescue, instead encouraged her to fight her own battle. Her father told her, "Once she becomes 18 he will throw her out of the house so that she takes the big bad world head on!"

And he did. She was sent to hostel after her 12th, and since then she have been living independently. First Kolkata, then Chennai and finally Bangalore. Bangalore wasn't a planned move. She was working in Chennai after completing her MBA and that's when she got married. Her husband was searching for his next career move and that's when he found a lucrative job in Bangalore and she followed him.

4.2 Need to start Ethnicshack

It was sometime in 2011, when she left her plush job in online product management at ESPN Cricinfo, for soul searching. Prior to this, she worked for Sulekha, ClickJobs, BharatMatrimony, IndiaProperty and other startups. After a couple of unsatisfactory job changes and two years of soul searching, she decided to pursue her dream to become an entrepreneur.

She have always been a person who loved to take the road less travelled – a rebel at heart, refusing to get tied up by mediocrity of life. So, a comfy job with a multinational didn't provide her the satisfaction and drive she needed to feel in charge.

EthnicShack happened to her naturally. She was always thrilled about handmade, hand-woven; hand painted and handcrafted products, wanted to do something measurable and unique for artisans and craftsmen. She also wanted to give back to the community they live and make it a little better place for all of us. And EthnicShack seemed to be the answer to combine both. She went ahead and launched www.ethnicshack.com in September 2013. After that there has been no looking back.

4.3 Target Customers

The main target audience is today's multitasking and dynamic generation. Presently our products are targeted towards urban women living in Tier 1 or Tier 2 cities in India with Internet access. They also target men who want to gift unique handmade gifts to their loved ones. Though they don't actively promote to the international audience, they have had many shipments to USA, Qatar and UAE. There are some customers living abroad who request us to ship to their family and friends in India who can carry it for them.

4.4 Funding the dream project

They have fully bootstrapped and funding this initiative mainly with personal savings. However, in the long run they would need to look for funds outside to boost up the operations and grow faster. They are not profitable yet, but optimistic to become profitable soon.

4.5 Marketing Strategy

They have been covered in 'Plan Your Wedding' magazine's April issue, where they talk about different ways of draping the saree, and how the saree can be brought back to our daily lives.

She got featured in the KartRocket Women's Day special blog titled 'Leading Women in Indian E-commerce'. So far they have shied away from large scale media coverage, as they wanted to first focus on the initiative and its building blocks, before going all out with it.

4.6 Balancing work and family life

Because of her parents' help and her husband's support that she could make this a reality even though she have a five year old daughter at home. Her husband happens to be her best buddy, she has known him for more than 12 years now and they have grown together through thick and thin. He has always been her partner in crime; and fortunately they have a lot in common but our personalities are poles apart! She thinks this trait helped her be the perfect complement to each other.

He and her five year old daughter is her biggest critic. It's their unbiased feedback, criticism and analytical explanation makes her to do even better each time. They are lucky that our daughter loves arts and crafts as much as they do. They will introduce her to the world of Indian handcrafted wonders soon and hope she will find it exciting enough to take it forward!

Following Timeline

- Mar 2013 - The spark to start something of our own business in the mind of Ms. Srijata Bhatnagar.
- Apr 2013 - The Idea was Born from a bunch of ideas through brain storming
- May 2013 - The Brand was born and the Name was selected from over 100 Options.
- Jun 2013 – Domains got registered.
- Aug 2013 - EthnicShack Trademark is filed. Soft Launch in an Exhibition and Sale in Bangalore, India on 15th August 2013 (Indian Independence Day). Amazing response to boost their confidence.
- 9th Sep 2013 - www.EthnicShack.com goes live on the auspicious day of Ganesh/Vinayaka Chaturthi - Ganesha is widely worshipped as the god of wisdom, prosperity and good fortune and traditionally invoked at the beginning of any new venture or at the start of travel. Cash On Delivery (COD), Free Shipping in India for orders above Rs. 2000 and Worldwide Shipping Available.
- 22nd Sep 2013 - Second Exhibition and Sale in Raheja Apartments in Bangalore, India.
- 30th Sep 2013 - Started accepting Credit Cards, Debit Cards, and Net Banking in addition to Cash on Delivery (COD). Customers can make safe and secure transactions using industry standard SSL encryption and trusted Payment Gateway to ensure she have a pleasant experience. They do not store Credit Card, Debit Card or Net Banking details with them.
- 26th Oct 2013 - First Ever Free Saree Draping Workshop conducted in Bangalore, India.

- 10th Nov 2013 - The New, Refreshing and Improvised EthnicShack.com Portal goes live.
- 19th February 2014 - Updated product portfolio is launched, Bags, Jewelry etc added in the product portfolio.
- April 2014 - they received our first order with 6 product SKUs, highest so far!
- June 2014 - Launches Kids Clothing - Made with natural and organic a color that's easy on the skin. EthnicShack got featured in YourStory.in. Read the entire coverage here.
- August 2014 - Crafts on a virtual shelf. EthnicShack is purely business with a cause. The aim is to popularize the Indian crafts in the middle class section. Read the entire coverage here in the Hindu newspaper.
- September 2014 - An article "Effects of pre-ordering the new products on e-commerce websites" by Co-Founder & CEO of EthnicShack, Srijata Bhatnagar is covered by Technuter.
- November 2014 - EthnicShack participates in Ten days extravaganza to display nature friendly crafts - Sampoom Santhe: 'Back to Nature' involving 140 artisans across India for 10 days at Chitrakala Parishath in Bangalore bringing different art forms to consumers.
- January 2015 - Products listed in PayTM Marketplace.
- February 2015 - Ventures into mans category through Hand Painted Silk Ties for man. They Introduced Hand Painted T-Shirts for Women and Kids that are modern yet inspired by traditional art form. Also adds Wall Decor to the portfolio under the Home Decor category. If that was not enough, they launched a new look EthnicShack brand portal.
- August 2015 - Selected by Dastkar Bangalore. Participated in 10 day exhibition - 'Dastkar Nature Bazaar'.
- September 2015 - Participated in 'Sampoom Vastrabhushana' - 6 day exhibition. Launched Hand Painted Linen Jackets and Dress Materials made of Jute Silk and 100% Cotton.

5. Conclusion

Yes today the condition of women is changing in our developing country India. The initiatives taken by the government and non government organization have shown fruitful results. Females are being educated and are allowed to work in the corporate world. On the other side women have also shown confidence and the requirement to change. They have moved from their

comfort zone towards the development. Still if such efforts continues than surely women will be at a fully developed position in the near future.

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