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## A STUDY ON THE GROWTH OF WOMEN ENTREPRENEURS IN HARYANA

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### **ABSTRACT**

*The economic development and the advancement of a nation are dictated by human, physical and money related assets. The economy of a country can proceed onward to more elevated amounts of development either by gaining a bigger quantum of the elements of creation or through specialized advance. The target of any arranged improvement is to create HR to their overflowing usage. Subsequently, industrialization is one of the methods for realizing financial improvement in any nation.*

*The economic advancement of a country is started generally by its venturesome soul. The normal for ambitious rises up out of the exchange of conduct and movement of a unique portion of the populace known as entrepreneurs. Today India's economy is balanced for a prospering entrepreneurial action. It is likewise realized that a solid business condition is a basic necessity of entrepreneurial development. Since an astounding entrepreneurial expertise has a tendency to achieve modern development, ability must originate from inside the earth for fast and managed development of the economy. The current paper highlights the growth of women entrepreneurs in Haryana.*

### **KEYWORDS:**

*Entrepreneurs, women, business*



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## **INTRODUCTION**

A nation might be rich in material assets and capital. Be that as it may, if business enterprise is inadequate with regards to, the use of assets would not be obviously. The business visionaries are a piece of modern culture and accordingly, he/she ought to be considered as a benefit. The business visionary is in charge of procuring his/her own particular occupation as well as for making roads of work for others and adding to the gross national product.

In India, entrepreneurial world is men's reality prevalently. Be that as it may, as of late, there is an adjustment in the pattern. Late accentuation is on the possibility that women can likewise add to the economic improvement of the country. It requests the strategy producers, organizers and overseers to devise ways and methods for advancing enterprise among women. Indian women demonstrated that they not were second to none in capability of doing any work prior implied for men however they were likewise proficient in viable undertakings in all conditions.

Indian women are considered as a source of energy (shakti) since fanciful circumstances. The Hindus love goddesses as moms. Be that as it may, in actuality, women involve a rearward sitting arrangement to men. Besides, they are worshipped as moms, sisters and other social servitudes. Numerous writers have envisioned lady's psyches as sea. The upper layers of their brains, similar to those of the sea, have turbulent waves. However, profundities are quiet and thoughtful. Women's psyches are basically ardent and solid. The fact of the matter is recognized by the Bhagvad Geeta wherein Lord Krishna portrays his sign in the female nature of Medha or higher insight.



Notwithstanding these realities, in conventional Indian society women are concurred substandard status in family chain of importance. The Indian society considered women as weaker sex. Such sociological and social conventions and taboos have kept women torpid for calm quite a while.

The verifiable research and scholarly composition of the old period - Vedic, Upanishad, Buddhist and Jainism set up the way that women were taught, regarded and respected. Their status was equivalent to that of men.

After 300 B. C. women were debased to a lower status. Her status was additionally damaged by the acts of polygamy, the pardah [veil], early marriage, sati and persuasive widowhood. They were likewise denied legacy to one side of property.

Women entrepreneurs in India need to adapt to different financial issues. Society's state of mind and support are the real determinants of women's entrepreneurial achievement. The social and social parts played by women may put an extra weight on them. As a piece of their social authoritative, women need to perform family unit obligations with at the same time operating as entrepreneurs. A lady entrepreneur is required to perform the parts of spouse, mother, girl, little girl in-law and businessperson. Women entrepreneurs confront challenges in getting fund which is a basic asset for wander creation. Women trust that loaning practices of banks and government financing organizations were excessively prohibitive for them. They utilized their own personal reserve funds to begin their business. Equity back, working capital fund and promoting were significant issues which women entrepreneurs face. The high extent of women faces socio-personal issues from their husbands and family. They are miserable with the emotionally supportive network because of harassment of the authorities and high debasement. They are stressed over the advertising and back angles also.



## **GROWTH OF WOMEN ENTREPRENEURS IN HARYANA**

Women entering the field of business confront various hindrances and substantial deterrents. They need to conquer the battles and dissatisfactions and handicaps to rise as entrepreneurs and to make progress in business. With regards to rivalry, women need to battle on an indistinguishable balance from men. Survival and development originate from singular abilities and aptitudes and not from concessions given to women entrepreneurs. Economic impulses have let an ever increasing number of young women to take up employment. It is out of work experience, presentation to instruction and urbanization that the potential wellspring of women entrepreneurs has emerged.

For the current research work, we chose 120 entrepreneurs from different cities of Haryana.

**Table 1 TYPES OF WOMEN ENTREPRENEURS**

<b>S.NO</b>	<b>TYPES OF WOMEN ENTREPRENEURS</b>	<b>NUMBER OF SAMPLE</b>
1.	Fashion Designing	24
2.	Tutoring and education	24
3.	Health and Fitness	24
4.	Food and beverages	24
5.	Consulting and event management	24



In the main classification, bigger number of entrepreneurs favored fashion designing. In the second class, it could be seen that bigger number of women were engaged in Tutorial and education. In the third class health and fitness were equivalent as far as number. Similarly, measure up to number of entrepreneurs was engaged with food and beverages in fourth class. In the fifth one, biggest number of entrepreneurs was discovered to be engaged in consulting and event management.

**TABLE 2: AGE OF SELECTED WOMEN ENTREPRENEURS**

S.no.	Types	20-30	31-40	41-50	51 and above years	Total
1.	Fashion Designing	12	7	5	0	24
2.	Tutorial and Education	7	9	7	1	24
3.	Health and Fitness	10	7	5	2	24
4.	Food and beverages	8	6	5	5	24
5.	Consulting and event management	10	7	7	0	24
6.	Total	47	36	29	8	120

The sample dispersion as indicated by 4 age groups demonstrated that a substantial dominant part of women entrepreneurs engaged in different entrepreneurial activities had a place with the age gathering of 31 - 50 years. A littler size additionally 55(47+8) had a place with the age



gathering of 21 - 30 years and over 50-years. This could be seen among every one of the types of samples or, in other words, all the selected women engaged in various types of food preparing demonstrated a comparable age aggregate circulation as indicated by age. The bigger number of women entrepreneurs having a place with the age gathering of 31 - 50 years might be on account of at this point they are develops enough to begin their own professional life.

**TABLE 3 (INDIVIDUAL) INCOME OF SELECTED WOMEN ENTREPRENEURS**

S.no.	Types	Below Rs 50,000	Rs 50001- Rs1,00,000	Rs 1,00,001- Rs 200000	Rs 2,00,001- Rs 300000	Above Rs 300000	Total
1.	Fashion Designing	3	10	6	2	3	24
2.	Tutorial and Education	3	10	7	2	2	24
3.	Health and Fitness	4	10	5	2	3	24
4.	Food and beverages	3	9	8	1	3	24
5.	Consulting and event management	3	8	10	2	1	24
6.	Total	16	47	36	9	12	120



Then again, the information on individual income bring up that a 40% of chose women entrepreneurs had their income between Rs.50, 000 to Rs 1, 00,000 every year. Just 5% women had their income between Rs. 2, 00,000 to Rs. 3, 00,000. While just 12% had their income higher than 3 lakh

**TABLE 4: INVESTMENTS AT STARTING ENTERPRISE**

S.no.	Types	Rs 1000- 3,000	Rs 3001- 5,000	Rs 5001- 10,000	Rs 10,001- 25,000	Rs 25001- 50,000	Rs 50001- 1,00,000
1.	Fashion Designing	2	3	5	2	2	10
2.	Tutorial and Education	5	4	6	4	3	2
3.	Health and Fitness	3	6	4	2	2	7
4.	Food and beverages	1	3	2	5	5	8
5.	Consulting and event management	4	3	6	5	3	3
6.	Total	15	19	23	18	15	30



Investment data demonstrates that toward begin the vast majority of women entrepreneurs contributed an aggregate of Rs. 5000 to 10,000 while least number contributed an amount higher than Rs. 25,000.

**TABLE 5 (YEARLY) TURN OVER DETAIL**

S. No.	Types	Turnover increased	Turnover decreased	Not steady	Total
1.	Fashion Designing	10	3	11	24
2.	Tutorial and Education	11	3	10	24
3.	Health and Fitness	13	2	9	24
4.	Food and beverages	15	4	5	24
5.	Consulting and event management	15	4	5	24
6.	Total	64	16	40	120

Yearly turnover is relied upon to increment when business is expanding. Turn over subtle elements of the example enterprise demonstrated that it got expanded for almost 54% of the enterprises. Nonetheless, upwards of 13 % units enlisted diminish thusly more than 33% opined that they confronted fluctuation in their turn over.





**TABLE 6 PROFIT DETAILS**

S.no.	Types	Up to 10%	11% - 20%	21%- 30%	Total
1.	Fashion Designing	3	10	11	24
2.	Tutorial and Education	3	11	10	24
3.	Health and Fitness	2	13	9	24
4.	Food and beverages	4	15	5	24
5.	Consulting and event management	3	15	6	24
6.	Total	15	64	41	120

The profit details demonstrate that the majority of women entrepreneurs had 11 to 20% profit margin took after by those with 21 to 30%, entrepreneurs earned up to 10% profit margin.

It was seen that there was part of important information to be obtained from chosen women entrepreneurs. This work concludes that in entrepreneurs from nuclear family, more help was obtained from husband than the family members, whereas in joint family, more help was obtained from family members than the husband. Around 65% of women had a place with



nuclear families. Small number of women had obtained formal training. Most of women entrepreneurs invested an aggregate of Rs. 5000 to Rs. 10,000 as initial investment.

## **CONCLUSION**

For the current research work, we interviewed 120 entrepreneurs and their feedbacks were analyzed. The analysis concludes that most of the women entrepreneurs invested 5000-10000 rs. initially and their annual turnover yielded a good profit margin upto 10% which motivated other women to initiate into the field of entrepreneurship. Hence, it can be said that with the time, the trend of women entrepreneurship is growing. Although, the growth rate of entrepreneurship in rural areas is lower than that of urban areas. Government is also taking effective steps to enhance the growth rate of women entrepreneurship in rural areas as well and hence, we can say that in coming years, the trend of women entrepreneurship will prove to be a vital part of economy of Haryana.

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