

A STUDY OF SOCIO-ECONOMIC STATUS OF WOMEN ENTREPRENEURS IN SMALL SCALE INDUSTRIES

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ABSTRACT:

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least, 51% of employment generated in the enterprise to women. Economically, women have been making progress, but still men enjoy a larger share of their cake. In India, although women constitute approximately, 50% of the total population, entrepreneurial world is still a male dominated one.

Women entrepreneur in India have to cope with various socio-economic problems. Societal attitude and supports are major determinants of women entrepreneurial success. The social and cultural role played by women may place additional burden on them. Women entrepreneur face difficulties in getting finance which is a critical resource for venture creation.

Small Scale Industries (SSI) plays a key role in the industrialization of the country. The nature and characters of SSI is suitable to women to become entrepreneurs. In this article an attempt has been made to view the participation of women entrepreneurs in Small Scale Industries and to understand the socio-economic status of women entrepreneurs with special reference to women entrepreneurs in Sirsa region.

Keywords: *Women entrepreneurs, Small Scale Industries, Socio-economic.*

1. INTRODUCTION

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least, 51% of employment generated in the enterprise to women. Economically, women have been making progress, but still men enjoy a larger share of their cake. In India, although women constitute approximately, 50% of the total population, entrepreneurial world is still a male dominated one.

Women entrepreneur in India have to cope with various socio-economic problems. Society attitude and supports are major determinants of women entrepreneurial success. The social and cultural role played by women may place additional burden on them. Women entrepreneur face difficulties in getting finance which is a critical resource for venture creation. A number of scheme and programmers are there to promote self-employment among women. In this context, promotion of entrepreneurship among educated women is the extreme need of the time. A number of state and center govt. institutions and non govt. organizations are engaged in the field of promoting entrepreneurship among women.

Small Scale Industries (SSI) plays a key role in the industrialization of the country. It is considered as an important means for checking concentration of economic power in the few hands and bringing about economic dispersal and more equitable distribution of national income. The nature and characters of SSI is suitable to women to become entrepreneurs. In this article an attempt has been made to view the participation of women entrepreneurs in Small Scale Industries.

1.1 REVIEW OF LITERATURE

Javillonar and peters (1973) conducted a study to examine the socio cultural situation of small scale entrepreneurs they found that high need for achievement is positively related to entrepreneurship emerging in open social structures and in situation where there is relative freedom of occupational choice. **Parekh (1978)** studied to analyze the role and significance of financial institutions in lending capital to small scale enterprises and tiny units. He observed that state assistance play every significant role in the promotion of small scale enterprises. The policies of financial assistance required to be coping with changing need of the sector. **P. Babu (1978)** study was an attempt to find out the sociological factors that contribute to the development of the small entrepreneurs. the study shows that community and family background contributed to the success of prospective entrepreneurs, formal education not been a positive factor in entrepreneurship development ,providing infrastructure facilities alone will not promote entrepreneurship development and the association of small scale industries has to play an important role in identification and development of entrepreneurs. **Mayers (1981)** conducted a research study to analyze the effect of economic pressure on employment of married women. The study reveals those married women with comparatively low economic background and having more financial burden are coming from wage employment and undertaking other economic activities. **Sharma Kumar (1984)** left the need for inter linked strategies at different level of govt. and the society as the process of changing status of women require both structural and attitudinal transformation to deal with both social and economic inequalities. **UshaJumani (1991)** contributed a study to analyze the status of self employed women in rural areas. Economic activities through which the income of women will be increased have to be identified with great care. They have to be consonance with time availability with family roles and with their awareness levels. **ShantaKoli Chandra (1997)** conducted a study to examine the role of women in administration. The study found that when development programs are of general nature they never reach the national development programs need to be formulated only and exclusively for women. **Maitreya Dixit (1998)** conducted a study to evaluate the economic participation. It was found that women make an important contribution to family income. The lower the socio economic level of the family the greater the proportion of total income contributed by women. Recently, Bahuguna etal (2013) made a study to find reason due to the effect of migration on women in rural areas of hilly region. Most Asian women prefer to work that can be done near or near the home, to avoid conflict between their roles as homemaker and wage earner.

According to Final report of Fourth All India Census of Micro, Small & Medium Enterprise with reference year 2006-2007, results being published in 2011-2012, of Registered Sector, Dominance of male ownership was all pervading. Male owned 94.94% in small sector while the contribution of women is 5.06%.

Sector	Female	Male
Small	5.06	94.94
All	13.32 lakhs	86.28 lakhs

1.2 OBJECTIVES OF THE STUDY

- (1) To know about the socio economic background of women entrepreneurs in small scale industries.
- (2) To study about the mode of decision making in the business by women entrepreneur.
- (3) To know about nature of business and location of the business.

2. RESEARCH METHODOLOGY

Research design:The present study is descriptive in nature.

Scope of the study:The scope of the study is restricted to Sirsa region of Haryana. This Place is chosen because there are many small scale industries in this region and women also take participate in the business activities.

Research approach: Survey method and questionnaires method. Primary data is collected through survey method. The respondents were asked to fill in the questionnaire. Both open ended and closed ended questions are contained in the questionnaire and it is in a structured format which is clear and simple to the respondents.

Sample Size: Sample size taken in this study is 50 respondents.

Sampling Technique: Convenience sampling technique is being used for conducting the research.

Research Instrument: A standard questionnaire is prepared for the collection of data from various respondents.

3. DATA ANALYSIS AND INTERPRETATION

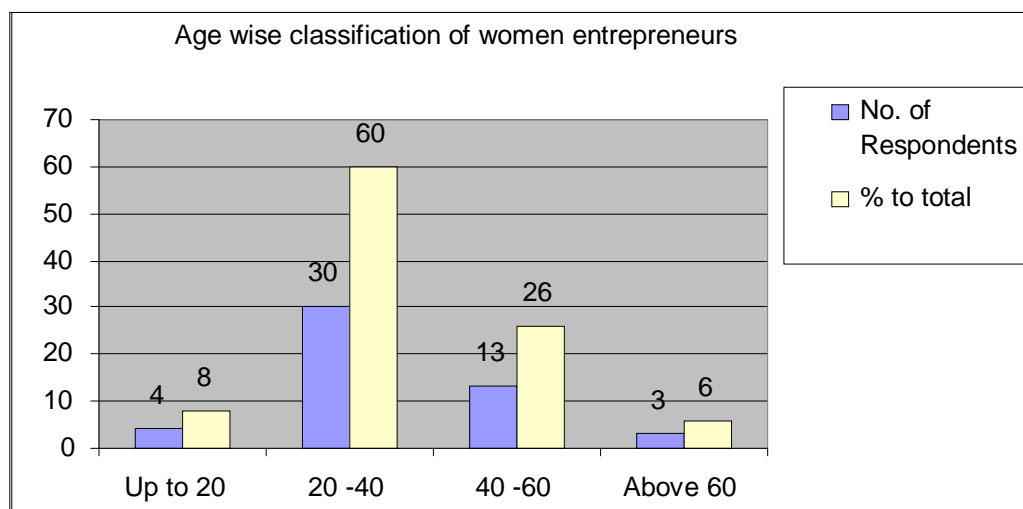
For the purpose of the analyzing the data percentage has been calculated and this is shown with the help of tables and charts.

3.1 AGE WISE CLASSIFICATION OF WOMEN ENTREPRENEUR:

Women entrepreneurs in small scale industrial unit in Sirsa region are of different age groups. Table 1 show the age wise classification of women entrepreneurs.

TABLE 1: Age wise classification of women entrepreneurs

S.No.	Age	No. of respondents	% to total
1	Up to 20	4	8
2	20 -40	30	60
3	40 -60	13	26
4	above 60	3	6
	Total	50	100



3.1.1 INTERPRETATION:

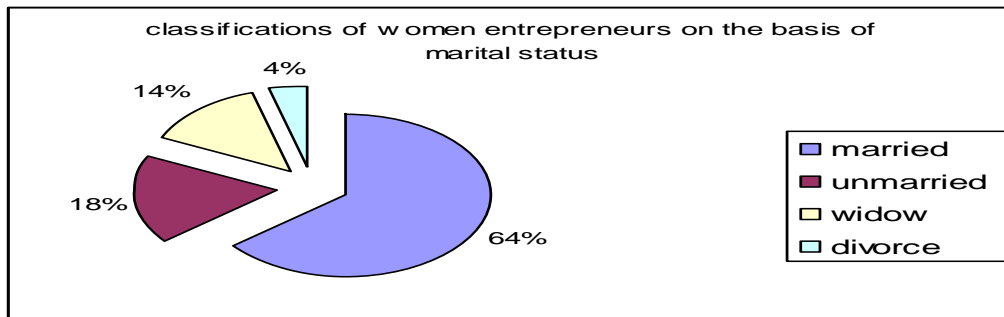
From the above table and diagram, it is revealed that 8% of the respondents are below 20 years age. Those who are between 20 and 40 years of age and between 40 and 60 years are 60% and 26% respectively. Women entrepreneurs who are above 60 years amount 6%. More than two third of the women entrepreneurs are below 40 years of age. This has been due to the fact that they are free from family commitments at this age.

3.2 CLASSIFICATIONS OF WOMEN ENTREPRENEURS ON THE BASIS OF MARITAL STATUS:

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 results show the other way around.

TABLE 2 Classifications of women entrepreneurs on the basis of marital status

S.No	Marital status	No. of respondent	Percentage to total
1	Married	32	64
2	unmarried	9	18
3	Widow	7	14
4	Divorce	2	4
	Total	50	100



3.2.1 INTERPRETATION:

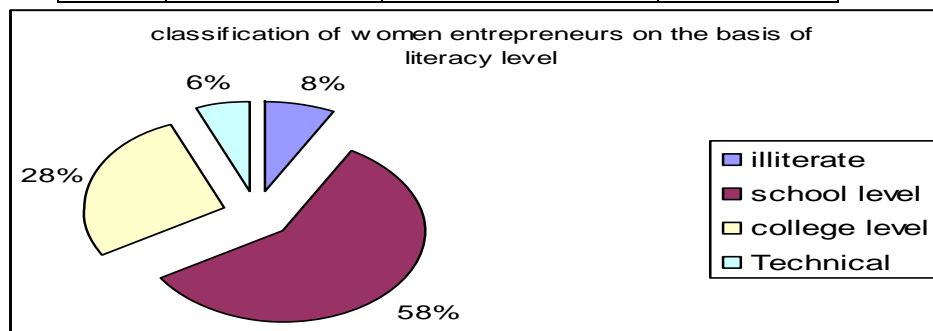
It is inferred from the table and chart that 64% women entrepreneurs are married, 18% are unmarried and 14% are the widow and rest 4% are divorce.

3.3 CLASSIFICATION OF WOMEN ENTREPRENEURS ON THE BASIS OF LITERACY LEVEL:

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

TABLE 3: classification of women entrepreneurs on the basis of literacy level

S.No.	Literacy level	No.of Respondents	% to total
1	Illiterate	4	8
2	school level	29	58
3	college level	14	28
4	Technical	3	6
	Total	50	100



3.3.1 INTERPRETATION:

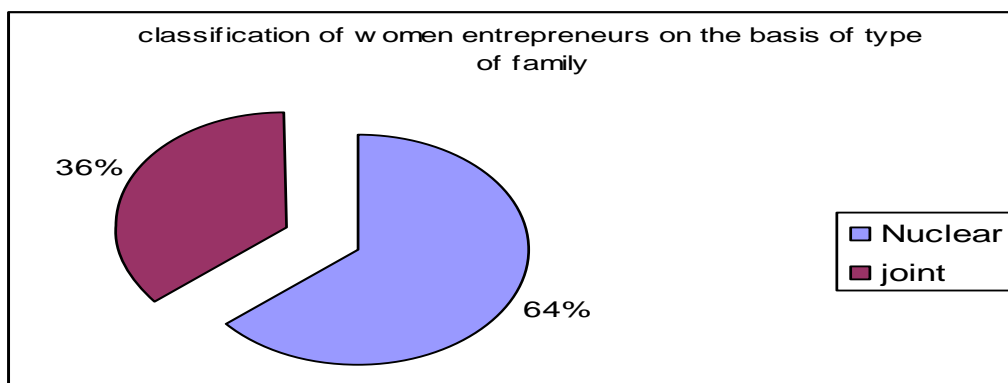
It is inferred from the table that 8% of the sample respondent are illiterate. Those who have studied up to school level amount to 58%. Those who are graduate and processing technical education are 28% and 6% respectively. Majority of women entrepreneurs (58%) have studied only up to school level.

3.4 CLASSIFICATION OF WOMEN ENTREPRENEURS ON THE BASIS OF TYPE OF FAMILY:

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

TABLE 4: Classification of women entrepreneurs on the basis of type of family

S.No	Family type	No. of respondent	% to total
1	Nuclear	32	64
2	Joint	18	36
	Total	50	100



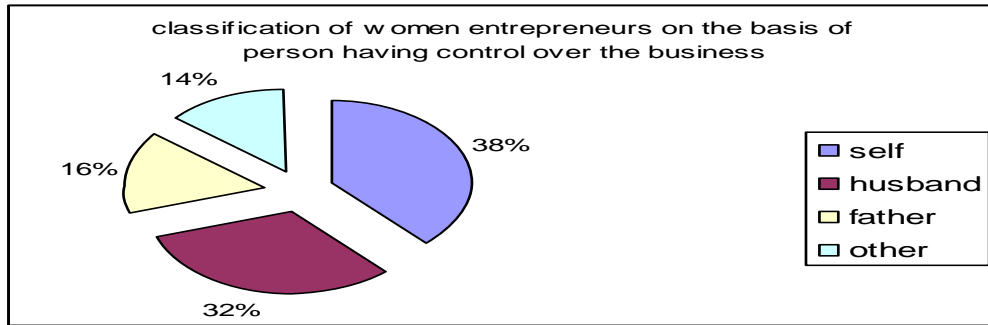
3.4.1 INTERPRETATION:

Table 4, reveals that 64% of the respondents belong to nuclear family and 36% have come from joint families. Nearly two-third of the women entrepreneurs are from nuclear families. Entrepreneurship requires full devotion and dedication to their jobs, which are possible only by women from nuclear families.

3.5 CLASSIFICATION OF WOMEN ENTREPRENEURS ON THE BASIS OF PERSON HAVING CONTROL OVER THE BUSINESS

TABLE 5: Classification of women entrepreneurs on the basis of person having control over the business

S.No	Person having control in business	No. of respondent	% to total
1	Self	19	38
2	husband	16	32
3	father	8	16
4	Other	7	14
	Total	50	100



3.5.1 INTERPRETATION:

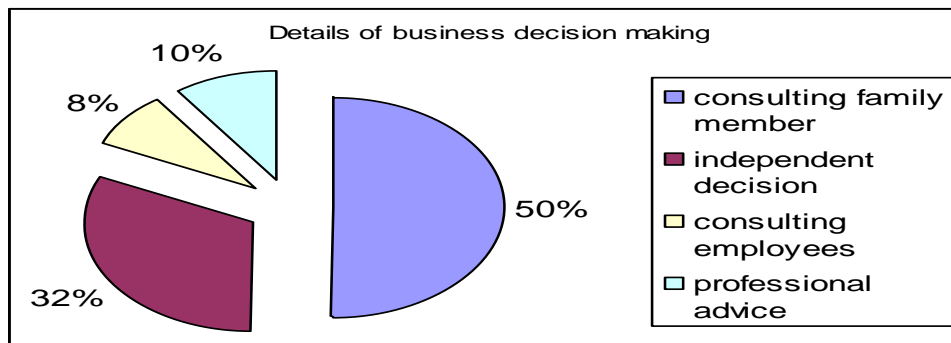
It is inferred from the table 6 and chart that in case of women entrepreneurs running the small scale industrial unit 38% of unit are controlled by women entrepreneurs and 32% are controlled by their husband, 16% by their father and 14% are controlled by other person like brother in law, sons etc.

3.6 DETAILS OF BUSINESS DECISION MAKING:

In the management of the business, the success depends on timely decision. Women entrepreneurs in taking decision can adopt different modes depending on the situation.

TABLE 6: Details of business decision making

S.No	Decisions	No. of respondents	% to total
1	consulting family member	25	50
2	independent decision	16	32
3	consulting employees	4	8
4	professional advice	5	10
	Total	100	100



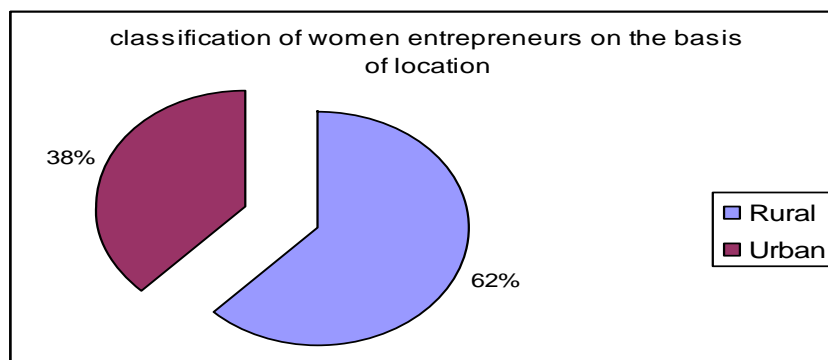
3.6.1 INTERPRETATION:

It is learnt from the table that 32% of the respondents have taken independent decision. Decision based on their consultation with their family members and employees amount to 50% and 8% respectively. Those who seek professional advice amount to 10%. Majority of the women take business decision after consulting their family members

3.7 CLASSIFICATION OF WOMEN ENTREPRENEURS ON THE BASIS OF LOCATION

TABLE 7: classification of women entrepreneurs on the basis of location

S.No	Location	No. of respondents	% to total
1	Rural	31	62
2	Urban	19	38
3	Total	50	100



3.7.1 INTERPRETATION:

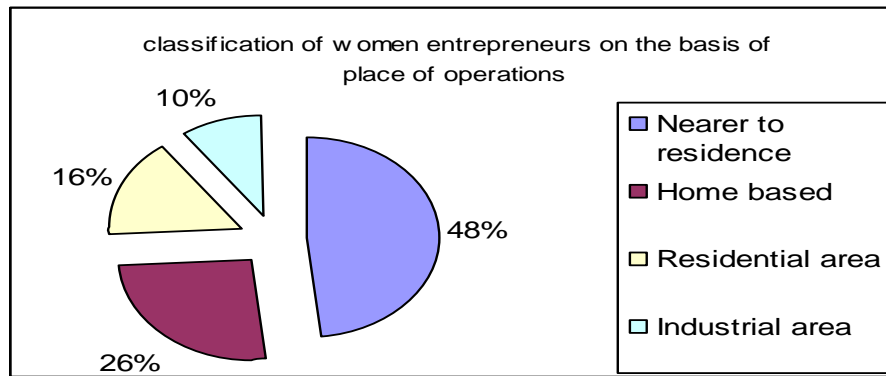
it is observed from the table and chart that 62% of the enterprises are located in rural area and 38% of the units are located in urban areas. Nearly two third of the enterprises (62%) are located in rural areas. This has been due to availability of cheap land and labour.

3.8 CLASSIFICATION OF WOMEN ENTREPRENEURS ON THE BASIS OF PLACE OF OPERATIONS

Women have to play dual role both in family and business. It will be easy for them to look after their business and their family if the working place is nearer to home. Table 8 reveals the classifications of enterprises on the basis of their place of operations.

TABLE 8: Classification of women entrepreneurs on the basis of place of operations

S.No	Place of operations	No. of respondent	% to total
1	Nearer to residence	24	48
2	Home based	13	26
3	Residential area	8	16
4	Industrial area	5	10
	Total	50	100



3.8.1 INTERPRETATION:

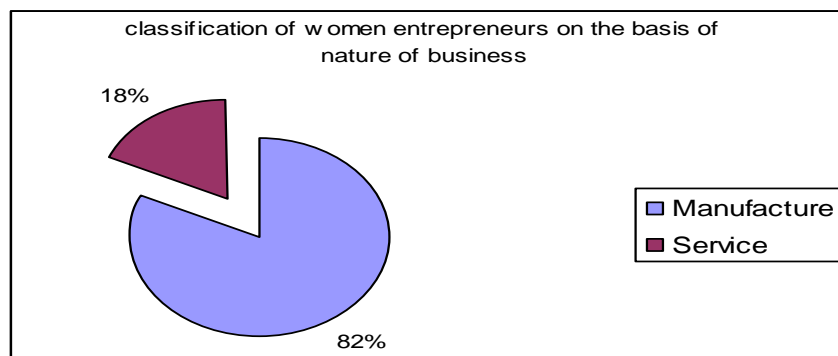
Table 8 reveals that 48% of the units are located near to the residence of the women entrepreneurs and 24% units are home based. Those enterprises which are located in the residential area and industrial area are amount to 16% and 10% respectively. Nearly half of the enterprises (49%) run by the women entrepreneur

3.9 CLASSIFICATION OF WOMEN ENTREPRENEURS ON THE BASIS OF NATURE OF BUSINESS A

small scale industrial unit can be for either manufacturing products or providing services. Table 9 shows the classification of enterprises on the basis of their nature of business.

TABLE 9: Classification of women entrepreneurs on the basis of nature of business

S.No	Nature of business	No. of units	% to total
1	Manufacture	41	82
2	Service	9	18
	Total	50	100



3.9.1 INTERPRETATION:

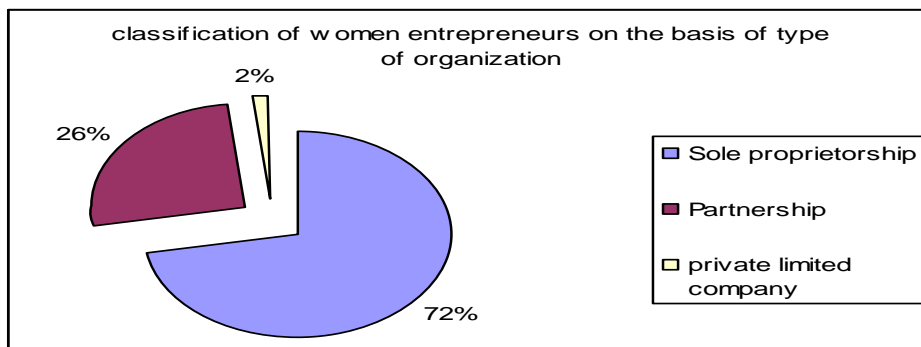
It is referred from table 9 and chart that 82% of the units are manufacturing units and 18% of the units belong to the service category. More than three fourths of the small scale units (82%) run by women entrepreneurs are manufacturing units.

4.0 CLASSIFICATION OF WOMEN ENTREPRENEURS ON THE BASIS OF TYPE OF ORGANIZATION

Small scale units are of different types such as sole trader concern, partnership firm and private limited company. Table 10 presents the classification of enterprises on the basis of type of organization.

TABLE 10: classification of women entrepreneurs on the basis of type of organization

S.No	Type of organization	No. of units	% to total
1	Sole proprietorship	36	72
2	Partnership	13	26
3	private limited company	1	2
4	Total	50	100



4.1 INTERPRETATION:

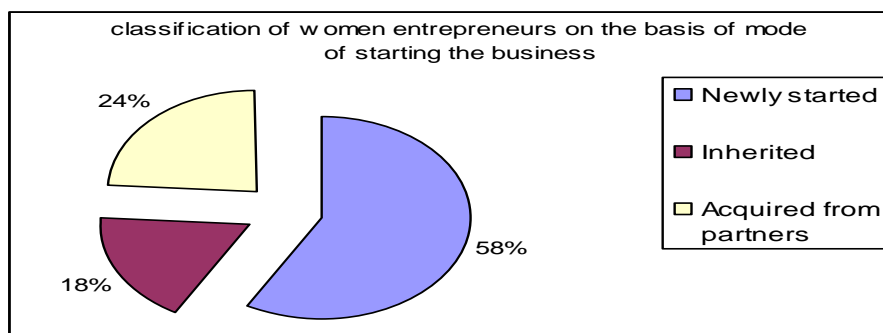
It is seen from table 10 and chart that 72% of the sample units are functioning as sole proprietorship firms and 26% are partnership firms. Enterprises functioning as private limited company amount to two percent. Nearly three fourth (72%) run by women entrepreneurs belong to the sole proprietorship. This is due to the fact that starting of sole trader organization are easy unlike the joint stock companies where lot of legal formalities are to be observed

5. CLASSIFICATION OF WOMEN ENTREPRENEURS ON THE BASIS OF MODE OF STARTING THE BUSINESS

A business may be started either afresh or by acquiring an existing one. Table 11 reveals the classification of enterprises on the basis of mode of starting.

TABLE 11: classification of women entrepreneurs on the basis of mode of starting the business

S.No	Mode of starting business	No. of respondents	% to total
1	Newly started	29	58
2	Inherited	9	18
3	Acquired from partners	12	24
	Total	50	100



5.1 INTERPRETATION:

It is inferred from the table 12 and chart that 58 % of the entrepreneurs were started afresh and those units inherited from family amount to 18%. Enterprises acquired from partners amount to 24%.

6. FINDINGS

Objective: (1) To know about the socio economic background of women entrepreneurs in small scale industries

- ❖ More than two third of the women entrepreneurs are below 40 years of age.
- ❖ Nearly two third of women entrepreneurs are married.
- ❖ Majority of the women entrepreneurs have studied up to the school level.
- ❖ A majority of the women belong to categories of first generation entrepreneurs.

Objective: (2) To study about the mode of decision making in the business by women entrepreneurs

- ❖ More than half of the women entrepreneurs have support from their family members in running their business.
- ❖ In the small scale industries 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 husband.

Objective: (3) To know about the nature of business and location of the business

- ❖ Nearly two third of the women entrepreneurs are located in rural area.
- ❖ More than three fourth of the enterprises are manufacturing units.

7. CONCLUSION

Ultimately women entrepreneurship must be recognized for what it is .Normally it has great importance for the country `s future prosperity. Individually, business ownership provides women with independence they have for and with economic and social satisfaction.In general it is not the aspiration of women that have turned them as entrepreneurs; they have taken up this career in the absence of any other means of contributing to family income. The size and the nature of activities of women enterprises show their tendency. The areas in which the better educated entrepreneurs required help were found to be quite different from the area in which the less educated needed help. Likewise, higher the education of a women more she is successful in the business

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