

A STUDY OF WOMEN ENTREPRENEURSHIP DEVELOPMENT IN KOLHAPUR CITY

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ABSTRACT

Entrepreneurship is a key element of growth and development prospects for all countries and it is most relevant to transition countries. Just a policy of wage employment will not solve the grave unemployment problem. A nation how so ever rich in material resources, cannot prosper if its resources are not put to productive use, for this purpose, energetic entrepreneurs are needed who can contribute effectively for national prosperity.

The only solution is promotion and development of Entrepreneurship, as entrepreneurship aims at making an individual a job provider and not a job seeker.

Entrepreneurship has been a male-dominated phenomenon from the very early age but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. The position and status of women in any society is an index of its civilization and progress. In almost all the developed countries in the world women are putting their steps at par with the men in the field of business.

Women are equally competent in running business but still lacks behind in spite of women empowerment movement in our country, there are social, cultural and economic hurdles in the way of women entrepreneurship and the major problem is lack of entrepreneurial environment. In spite of having the potential and talent, women are deprived of opportunities, information and education.

Around 50 women entrepreneurs in Kolhapur city were surveyed through a questionnaire and an attempt is made in this paper to highlight major issues of women entrepreneurs, identify potentialities of enterprising women who are successful and thereby provide role models for potential women entrepreneurs particularly for young women entering the labor market for the first time.

KEYWORDS: Entrepreneurship, women entrepreneurship, transition countries.

INTRODUCTION

Across the world, entrepreneurs have been considered instrumental in initiating and sustaining socio-economic development both in developed and developing countries. Today business is built around human capital and women are one of the valuable factors. Globalization and

Liberalization of markets encouraged women to come forward to become an entrepreneur and start new industries.

A role of modern women is not confined to the traditional role as a mother and housewife; it has and is undergoing changes. As woman gets educated she begins to think of herself as an independent person, she becomes aware of her own identity, potentials and decision making capabilities.

It is a common assumption that majority of women in India are economically non-productive as they are not involved in activities that are financially remunerative. But this trend is gradually changing. Women across regions have started showing interests to be economically independent. Interested women with creative and innovative ideas are coming forward to start the small and medium sized enterprises.

A women entrepreneur is a person who is an enterprising individual with an eye for opportunities and an uncanny vision, commercial acumen with tremendous perseverance and above all a person who is willing to take risk with the unknown because of the adventurous spirit she possesses.

The need of more women entrepreneurs has to be studied for two reasons, the first one is that women entrepreneurship is an important untapped source of economic growth and the second reason is that the women entrepreneurs create new jobs for themselves and others; they can provide different solutions to management, organization and business problems.

OBJECTIVES OF THE STUDY

The present study aims at fulfilling the following objectives.

1. To study the profile of women entrepreneurs.
2. To explore the difficulties of women entrepreneurs in Kolhapur city with regards to being - An entrepreneur Being - A women.
3. To suggest measures for uplifting the status of women entrepreneurs

SCOPE OF THE STUDY

The study is confined to Entrepreneurial activities run and managed by women in Kolhapur city. The functional scope of the study is to suggest remedial measures for the successful growth and development of women entrepreneurs

RESEARCH METHODOLOGY

The researcher has adopted survey as well as observation method, wherein personal visits to the Women Entrepreneurs was done at their work places and the actual operations carried out there along with the work environment of their unit was observed. The relevant information required for the study was collected from these visits.

Similarly review of literature of the past studies was done.

The relevant literature published and accessed online through websites was also considered.

REVIEW OF LITERATURE

- Women Entrepreneurship and Economic Development by Tiwari.S and Tiwari.A, published by Sarup and Sons, New Delhi. (1st Edition 2007.) The book highlights that the population of Women Entrepreneurship necessitated to remove social, economical and educational constraint, but the development of women entrepreneurship has not been rapidly achieved as other measures of development. This book makes a humble attempt to inculcate entrepreneurial attitude and enhance self employment among women with the help of innovative ideas.
- Soundarapandian. M. in the book ‘Women Entrepreneurship-Issues and Strategies’ published by Kanishka Publishers distributors, Edition 2008, highlights the development of women entrepreneurship, constraints for women and strategies for women entrepreneurship development in India. He also highlights the performance of Entrepreneurship Development Programmes
- The book Case Studies on Entrepreneurship-vol.1(2007) by Icfai Books, expands its scope to discover the key to be a successful entrepreneur, by describing the entrepreneurial style of prolific entrepreneurs in various fields, it also uncovers how businesses in spite of being run in different ways achieve the same goal. The cases in this book give a better understanding on the various aspects that distinguishes successful entrepreneurs from the not- so-successful ones
- Bhandari. R. in the book ‘Entrepreneurship and Women Empowerment’ (2010), Alfa Publications, talks about empowerment of women for the sustainable development of a community, he says social justice and freedom have a dynamic role to play to achieve such sustainability, but notion of sustainability often becomes the victim of unsustainable tradition and political opportunism.
- The article ‘Women Entrepreneurship: A Tool of Women Empowerment, Policy and Issue.’ written by Priya.A, Bamba R. (et.al.) in the International Journal of Management Research and Technology Volume 3.number 1, June 2009. p.p 87-99. portrays profile of women entrepreneurs and their enterprises in small sector, it says women have lower participation rate and generally tend to choose different industries than men do, it also identifies problems unique to women in setting up and running their enterprise.

PROBLEM OF WOMEN ENTREPRENEURS IN INDIA

Like a male entrepreneurs a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduce new innovations, coordination, administration and control business and provide effective leadership in all aspects of business. In India, the entrepreneurial world is still a male dominated one. Women in advanced nations are

recognized and are more prominent in the business world. The Indian women entrepreneurs are facing some major constraints like –

- a) Lack of Confidence –
- b) Socio-Cultural Barriers –
- c) Market-Oriented Risks –
- e) Knowledge In Business Administration –
- f) Awareness about the Financial Assistance –
- h) Identifying the Available Resources –

A successful entrepreneur requires certain basic qualities, which can be listed as follows.

- Innovative thinking and foresightedness.
- Quick and effective decision making skills.
- Ability to mobilize and marshal resources.
- Firm determination and self confidence.
- Preparedness to take risks.
- Accepting changes in right time.
- Access and alertness to latest scientific and technological information.

Matching the basic qualities required for entrepreneurs and the basic characters of Indian women reveal that, much potential is available among the Indian women on their entrepreneurial ability. This potential is to be recognized, brought out and exposed for utilization in production and service sectors for the development of the nation.

DATA PRESENTATION AND ANALYSIS

TABLE - 1 QUALIFICATION OF THE RESPONDENTS

Qualification	Frequency	Percent
Up to 10th	08	16.00
Up to U.G.	28	56.00
Up to P.G.	13	26.00
Total	50	100.00

Source-survey data

From the above table it is inferred that Majority of the Women Entrepreneurs are found to be educated up to Graduation i.e. 56 %, up to Post Graduation it is 26 % and up to 10th standard 16 %. Thus we see education has a dominant role in facilitating the running of the enterprise efficiently.

TABLE – 2 SOURCE OF INITIAL FUND GENERATION

Source	Frequency	Percent
Self	20	40.00
Family Members	13	26.00
Financial Institution	17	34.00
Total	50	100.00

Source-survey data

Around 66% of the total initial capital requirement has been funded by self and family members combined together. This shows the traditional bonding found in relations, whereas only 34% funds come from financial institutions. An access to such institutions should be promoted by creating awareness drives through various advertisement Medias and also making the access procedures simple and easy.

TABLE – 3 REASON FOR STARTING THE ENTERPRISE

Reason	Frequency	Percent
To Make Money	17	34.00
Make Use of Your Knowledge Skills	17	34.00
To Create a Separate Identity	15	30.00
Any Other	01	2.00
Total	50	100.00

Source-survey data

It seems that there are equal response, for the reason behind starting an enterprise, as to make money and to use the skill and knowledge. There are various pull and push factors which makes women decide to taking up ventures, here the responses indicate both these factors; women wants to make money and also wants to share their skills and make the best of what they possess thereby benefiting the society at large.

TABLE - 4 SOURCE OF MOTIVATION TO START THE BUSINESS

Source	Frequency	Percent
Family Members	29	58.00
Outsiders	08	16.00
Individual Role Models	13	26.00
Total	50	100.00

Source- Survey Data

It is appreciable to find that the motivation given to women to start a new venture has come majorly from the family members; it is also due to uncertainties in life which make the family feels that the women should be independent. Our society is definitely heading toward progress, whereby women are encouraged to break the glass ceiling.

TABLE – 5 FAMILY MEMBERS HELPING IN THE BUSINESS

Particular	Frequency	Percent
Yes	45	90.00
No	05	10.00
Total	50	100.00

Source-survey data

About 90% of women entrepreneurs are supported by their family members in managing the business affairs. Thus wholehearted support not only in financial terms but also in helping the women to be settled and successful in running the business; has been provided by the family members.

TABLE - 6 SATISFACTIONS WITH THE PROFITS OF THE BUSINESS

Terms of Profit	Frequency	Percent
Low Profits	02	4.00
Medium Profit	23	46.00
Good Profits	25	50.00
Total	50	100.00

Source-survey data

Around 50% of the Women entrepreneurs are satisfied with the progress of their enterprise with regards to profits, but have aims of achieving more. They want to go up the ladder of success, with further expansion and also bring in diversification in their businesses thus passion and sincerity of the women entrepreneur is reflected.

TABLE – 7 DO YOU GET YOUR ACCOUNTS AUDITED

Accounts Audited	Frequency	Percent
Yes	38	76.00
No	10	20.00
N.A.	02	4.00
Total	50	100.00

Source-survey data

It is found that around 76% of Women Entrepreneurs get their accounts audited. Women Entrepreneurs have knowledge of the various benefits of filing Income Tax Returns, as to getting loans and other funding thus awareness of the legal requirements and its compliance is done by them.

TABLE- 8 DO YOU AVAIL THE SUBSIDY GIVEN BY THE GOVERNMENT

Avail Subsidy	Frequency	Percent
Yes	08	16.00
No	42	84.00
Total	50	100.00

Source-survey data

It is found that 84% of the Women Entrepreneurs do not avail the facilities provided by the government. In fact they are in need of such help and many a times fall in the clutches of exploiting money lenders. They feel that to avail government facility, a lot of complicated formalities have to be completed and in many cases, it is time consuming.

TABLE – 9 DECISION MAKING AUTHORITY OF THE BUSINESS OPERATIONS

Decision Authority	Frequency	Percent
Yes	43	86.00
No	07	14.00
Total	50	100.00

Source-survey data

It is found that Women Entrepreneurs are not only nominal owners of their business, but do have a complete decision making authority, in its execution and operations. They do take the assistance of experts in important and complicated matters but otherwise it is their leadership and decision making ability which helps them in running their business successfully.

TABLE – 10 NATURE OF BUSINESS INDUSTRY

Industry	Frequency	Percent
Service	23	46.00
Manufacturing	17	34.00
Trading Business	10	20.00
Total	50	100.00

Source-survey data

It is found that around 46% of the Women Entrepreneurs are engaged in service sector. Around 34% Women Entrepreneurs are engaged in manufacturing activities where as 20% in Trading Business. It is found that the major contribution to GDP in developed economies comes from service sector and in India too service sector contributes 50% of our countries GDP.

FINDINGS AND SUGGESTIONS

FINDINGS

- Majority of the Women Entrepreneurs are found to be graduates.
- Women have almost equal response for reasons to start an enterprise i.e. - to make use of their knowledge and skills, make money and to create a separate identity.
- It is found that in major cases family members have been the source of motivation for women to start business.

- Around 90% of the women are assisted by their family members in running their business operations.
- Women are doing well and are satisfied by the growth of their business, in terms of expansion and profitability of their venture.
- Women entrepreneurs do comply with the legal formalities and get their account audited.
- It is seen that 84% of the women entrepreneurs do not avail the facilities provided by government to women entrepreneurs, due to lack of awareness and fear of long complicated government procedures.
- Women are found to have secured complete decision making authority in managing their business, except a few who have a managing board or a trust.
- It is a good sign to see that around 46% of the women entrepreneurs are engaged in service sector.
- In some cases, it was found that the firm is registered in the name of women just to avail the facilities provided to women entrepreneurs by the government; the women were not concerned with any operational aspect of the business.
- Entrepreneurs in the age group of 46 to 55 years have reported earnings of good profits, as compared to those belonging to younger age groups.
- All women entrepreneurs interviewed have shown expansion in their business; those who were just self-employed are presently providing employment to many others.

SUGGESTIONS

- The Government agencies at the state and centre level should undertake massive educative programs, like talk by successful women entrepreneurs, their success stories, the challenges faced by them and how bravely they overcame etc which can be air on radio, televisions, newspaper and other media so as to provide motivation and role models among prospective and present women entrepreneurs.
- To ensure that maximum women could avail the schemes of the government, the procedure and the documentations should be simplified and access able, a single window clearing facility can be installed for the same and enough awareness regarding it should be provided, making it a nationwide campaign, like Polio promotion activity.
- A business plan is the roadmap of any business activity. it is a blue print which helps to foresee all business operations in advance, thus workshops of writing a business plan should be undertaken continuously by the DIC which will help the

entrepreneurs in studying all the aspects of business before taking an unplanned leap into running the business which many a times turn into failures due to lack of proper planning.

- As importance of entrepreneurship cannot be undermined effective EDP's (Entrepreneurship Development Programme) for women entrepreneurs should be organized and proper post EDP guidance/follow ups should be provided by the agencies undertaking this cause, be it a government body or an NGO.
- The government should also motivate women entrepreneurs by relaxing/subsidizing some taxes, octroi charges and other charges on enterprises owned and run by women entrepreneurs.
- Separate cell could be set up by District Industrial Centers (DIC) and Chamber of Commerce to provide guidance and facilitate technical, production, marketing and other business related activities of women run enterprises.
- Strict measures should be taken on food inspectors, factory inspectors as they try to harass the proprietor women by simply confusing them and then demanding some bribe for settling the matter.
- Women engaged in Social entrepreneurship, should be given some subsidy from paying commercial charges for water, property taxation, as they are involved in the welfare of the community and undertaking a social cause.

CONCLUSION

The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The glass ceilings are shattered and women are found to be indulged in every line of business from papad to power cables. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation

It is high time that the country should rise to the challenge and create more support systems for encouraging more entrepreneurship amongst women.

Since 1980 the government of India has shown increasing concern for women issues through a variety of legislations promoting the education and political participation of women. There should also be efforts from all sectors to encourage the economic participation of women. Along with adequate training, institutional and financial support as a composite package needs to be encouraged. There are certainly a large number of unexplored areas where women can be placed as entrepreneurs

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