

WOMEN: AS A DUAL ROLE

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Abstract: Women and men is the main element of any society not even society also a family, an office, state & a nation. So growth & development of both is must at present scenario. We can't ignore the important role played by women in our society along with family. As a new born baby is depended upon the full aware & care of his/her mother, as it as a nation's success depends totally on the development of both element of society such as men & women. At present, role of women is not only restricted towards their families, it's also increases the boundaries' beyond the walls of house. Women are emerging economic force, because women constitute the family which leads to society & nation. So social & economic development of women is necessary for development of any country. Due to changing environment every women wants to start their business but can't success in our Indian environment, but now women are easily acceptable factor in every sector of the economy. So purpose of the study is to study the socio economic profile of women & to find out numbers of hours devoted by women in their business field.

Keywords: Social & Economic Profile, Homemaker & Earner, Growth & Development.

I. Introduction

Women is a vital source of the society. She has a dual role in the society, such as an earner & a homemaker. Due to this dual role, responsibilities of a women has been increased. They have to face a lot of hurdles in their dual role of journey. Apart from these all hurdles they never think about denying or refusing the proposal of being an earner. Due to liberalization, easily acceptable in all sector, women's journey has been reached to an another level. At present scenario women is not only a homemaker she is an inspiration to others women who also wants to start their business at small level. So, preferences of these exploring ladies has been changed according to time Or situation they wants to start their business but they get double burden due to this double role they feel frustrated due to their dual role. So, for this Govt. has started so many development programmers for the growth of women. Due to these programmed awareness & educational prospective role of women has explored to other level of the society. Now they had made their unique identity not only in the family also in the society.

II. Literature Review

Nayyar (2007) [1] conducted a study on "Causes & Constraints faced by women entrepreneurs in entrepreneurship process". The author found that entrepreneurs face constraints in aspects of financial, marketing, production, work place facility & health problems. He described financial problems as non-availability of long term finance, regular and frequent need of working capital. Apart from that he talked about marketing problems as poor location shops lack of transport facility. Production problems included the problems of non-availability of raw material. Entrepreneurs also faces health problems such as fatigue tension & headache along with improper water and space facility.

Singh, Surinder Pal (2008) [2], this study identified the reasons and influencing factors behind entry of women in entrepreneurship. Also mentioned that, the obstacles occurs in the growth of women entrepreneurship are mainly due to the lack of interaction with successful business women, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing networks, lesser amount of priority given by bankers to women entrepreneurs for financial support such as loan.. The researcher suggested the remedial measures like promoting micro enterprises, unlocking institutional framework, projecting and upliftment of role of working women & to support the winners is must in such field.

Lall, Madhurima, and shaishikha (2008) [3], revealed psychographics variables like degree of commitment, entrepreneurial challenges & future plan for expansion & growth, based on demographic variables. The study found business owner's characteristics as self-perception self-esteem, entrepreneurial intensity & operational problem for future plans for growth & expansion. The founder suggested there has been considerable growth in number of women who operating work along family owned business but they still have lower status and face more operational challenges in running business.

Veena S. Samani (2008) [4], this thesis threw light on specific section of working class- the women engaged in food processing. The study shows the majority of women in Gujarat have expertise and unique skills of preparing and processing food. The food processing may be different types and quantity but these enterprise have found a great success in whether attaches to home or not. The study also throws light on their knowledge attitudes, practices and problems. Stress was the major problem faced by the selected women. The researcher concluded that most of the women entrepreneur were Hindus around 65% of the women belonged to the nuclear families and small numbers of women had obtained the formal training.

Krishnamoorthy and Balasubramani (2014) [5], This study identified the important women entrepreneurial motivation factors and its impact on entrepreneurial success. The study further identified the ambition, skills, and knowledge, family support market opportunities, independence govt. subsidy and satisfaction are the most precious & acceptable entrepreneurial motivational factors. The study also concluded that 'ambitions', knowledge & skill', 'independence' dimension of entrepreneurial motivational has significant impact on making women more successful at present time.

Mahesh Wari and Sodani (2015) [6], Researchers had conducted a survey on "women entrepreneurship" in kotta district of Rajasthan. They found that due to lack of access to finance, technological constraints, environmental and society's issues, insufficient supply of labor, & tax policies are providing a restrictive environment in which women entrepreneur find it difficult to succeed, despite having clear motivational and goals. The author has mentioned the need of training and financial assistance to the women entrepreneurs can motivate Indian women to hold the major share in the GDP of the country. The long term development strategy of a country is incomplete without giving adequate thought to this sector and obtaining adequate information about them before making a policy decision.

Table 1: Women Work Participation in Global Level [7]

COUNTRY	PERCENTAGE
INDIA	31.6
USA	45
UK	43
INDONESIA	40
SRI LANKA	45
BRAZIL	35

From above the table it is concluded that USA, SRI LANKA stands in the first position in 45%, due to more awareness & opportunity to do the business at their own level. U.K in the second place and Indonesia in the third place and Brazil in the fourth place. India is in the last place among the countries show in the table. It can be seen that growth of women entrepreneurs in India is not better than other countries, which depict that there will be challenges along with hurdles which bound them not to work at broad level

III. Objectives of the study

Although the study is based upon the primary factors, so its prime objectives are:

1. To analyze the socio economic profile of business women in District Hamirpur of Himachal Pradesh by using SPSS Package.
2. To access the numbers of hours devoted by business women in their business.

IV. Research Methodology

This study was conducted in 3 zones of District Hamirpur of Himachal Pradesh. For this random sampling technique was applied. A sample of 60 women respondents was taken (20 from each zone) at individual level not in partnership basis. Area of study was beauty parlors, nursing home, boutiques. For conducting this study data was collected by using Primary tools along with SPSS Package to achieve the defined objectives.

1. Observations
2. Management Questionnaire
3. Socio Economic Profile
4. Mean

5. Standard deviations
6. Correlation

V. Finding & Discussions

To knowing the Socio Economic Profile Of women of District Hamirpur of Himachal Pradesh & Numbers of hours devoted by business women a field survey was conducted. For this a questionnaires was used to collect the information regarding the working women of this particular area. Apart from this SPSS Package was used to analysis the data i.e Standard Deviation, Mean value, & Correlation along with significant level occurs in between 0.01- 0.05 level. Descriptive statistics shows overall values of all the statements. The overall mean value of the statement regarding age perspective has been recorded 2.50 along with S.D. 1.09 which shows the Perfect positive Correlation between the response of the respondents. The opinion of respondents regarding the No. of children recorded at the mean value of 2.61 and the value of S.D. recorded as .738 which shows the High Degree of correlations. Apart from this opinion of respondents regarding hours devoted by them in their business, the mean value is recorded as 2.76 which shows majority of respondents devoted more than 6 hrs. because they are engaged in joint family so the burden of the home has been reduced with the support of their family members .So, correlation value is recorded as 1.02 which shows perfect positive correlations among the respondents regarding the no. of hrs. devoted by them in their business. Above data shows the dual role played by women in particular area dual reasonability as homemaker & earner is quite difficult without support system of their beloved ones.

Table 2: Social Economic Profile of Working Women

Socio economic profile	Respondents	Percentage
Age in years		
20-25	10	17
25-30	17	28
30-35	13	22
<35	20	33
Educations		
Middle level	07	12
10+2	11	18
Degree	23	38
Post Degree	19	32
Marital Status		
Unmarried	10	17
Married	38	63
Divorcee	9	15
Widow	3	5
No. of Children		
None	6	10
1	20	33
2	32	53
<2	2	3
Income		
Up to 10000	13	22
10000-20000	12	20
20000-30000	20	33
Above 30000	15	25

Table 3: Descriptive Statistics

	Mean	Std. Deviation	N
what is your age	2.5000	1.09699	60
what is your education	2.5500	.89110	60
what is your marital status	2.1500	.77733	60
how many children you have	2.6167	.73857	60
what is your income	2.4333	.83090	60
how much money have you invest in your business	3.0667	1.02290	60
how many hours you devoted in your business	2.7667	1.01458	60



Table 4:CORRELATIONS

	What is your age	What is your education	What is your marital status	How many children you have	What is your income	How much money have you invest in your business	How many hours you devoted in your business	
what is your age	Pearson Correlation Sig. (2-tailed) N	1 .217 60	.217 .096 60	.129 .325 60	-.115 .381 60	.186 .155 60	.287* .026 60	-.046 .729 60
what is your education	Pearson Correlation Sig. (2-tailed) N	.217 .096 60	1 .050 60	.050 .703 60	-.189 .147 60	.039 .768 60	-.041 .756 60	-.493** .000 60
What is your marital status	Pearson Correlation Sig. (2-tailed) N	.129 .325 60	.050 .703 60	1 .02 60	.102 .439 60	.449** .000 60	.072 .582 60	.067 .613 60
How many children you have	Pearson Correlation Sig. (2-tailed) N	-.115 .381 60	-.189 .147 60	.102 .439 60	1 .033 60	.275* .007 60	-.347** .007 60	-.076 .563 60
What is your income	Pearson Correlation Sig. (2-tailed) N	.186 .155 60	.039 .768 60	.449** .000 60	.275* .033 60	1 .912 60	-.015 .912 60	-.160 .223 60
How much money have you invest in your business	Pearson Correlation Sig. (2-tailed) N	.287* .026 60	-.041 .756 60	.072 .582 60	-.347** .007 60	-.015 .912 60	1 .005 60	.358** .005 60
How many hours you devoted in your business	Pearson Correlation Sig. (2-tailed) N	-.046 .729 60	-.493** .000 60	.067 .613 60	-.076 .563 60	-.160 .223 60	.358** .005 60	1 .005 60

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

VI. Analysis

From above observations it is cleared that most of the women 33% belong to the age group of 35 and above followed by the age group of 25-30 (28%) and 30-35 (22%) in that order. Hirsch and brush (1986) found the typical women entrepreneur to be about 35 years of age when she start her business. It happened in this age due to the economic pressure. 22% of women interviewed belong to the low income level that is 10000 Rs. And only 25% women are above 30000Rs.

On the other hand women with small families enter into this type of business. May be they feel they can do their job with more efficiently. Educational status does not influence women in seeking this type of business (Rani, 1992) Majority in this was 38% which are belong to only degree holder women. Only 12% women were educated up to middle level. 18% were only intermediate and 32% were only Post graduate. The data shows that only 3% women were post graduate, it means that higher education does not affect the interest of women in this field.

The data shows that married women have more interest in the setup of business. It is proved that 63% women are involved in the business because they need more financial support than unmarried and others. Only 17% women interviewed that they are unmarried. Widow women also want to start their own business due to economic pressure & single earning hand. But only 5% women interviewed that they are widow. Above analysis revealed that married women are more interesting in taking risk for starting up new business.

Apart from this, No. of children also affect the women's business. In the collection of data only 10% women interviewed that they have no children. 33% women interviewed that they have only one child. Most of the women interviewed that they have two children that is 53% women. Only 3% women interviewed that they have more than two children. This data shows that the maximum interest by those women who are married and have child.

TABLE 5: Investment by Women in their business.

Investment	Respondents
Rs. 5000-10000	25%
Rs. 10000-15000	17%
Rs. 15000-20000	28%
Rs. Above 20000	30%

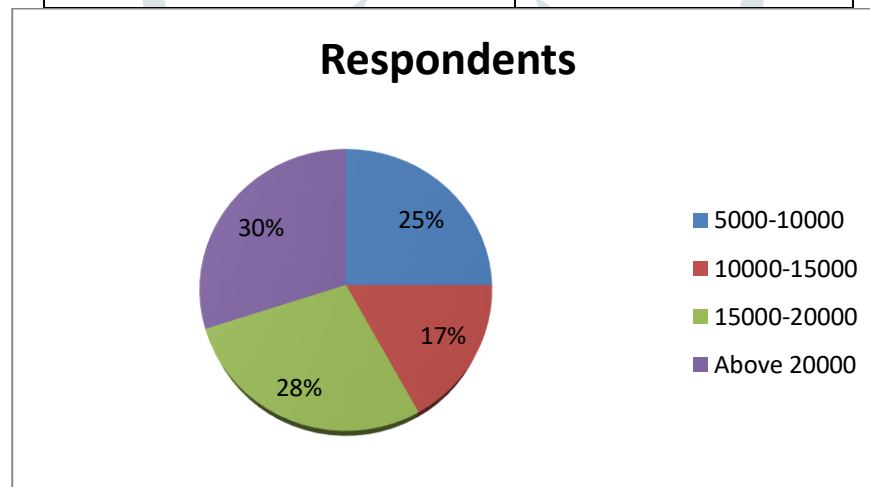


Figure 1: Investment by women in their business

Analysis: Above table shows the investment by the women in their business. In the study there are only 25% women who invest 5000-10000 Rs in the business like small store. Most of the women nearby 30% who invest in the field of beauty parlor and boutiques. They spend up to 20000 Rs. in the business. Some of the women are aware about the support system of the govt. from banks, but most of the women are not aware about the loan system provided by the govt. Only few % of women are taking support from the financial institution. Above study table shows that many of the women taking financial supports from their relative and money lenders & lesser amount of women are interesting in taking financial govt. support because they said about the delay from the banks and long procedures. Most of the women are said that they do not know the bank procedure and it is very long.

TABLE 6: Working hours devoted in business.

No. of Hours	Respondents	Percentage
0-2	9	15
2-4	13	22
4-6	17	28
<6	21	35

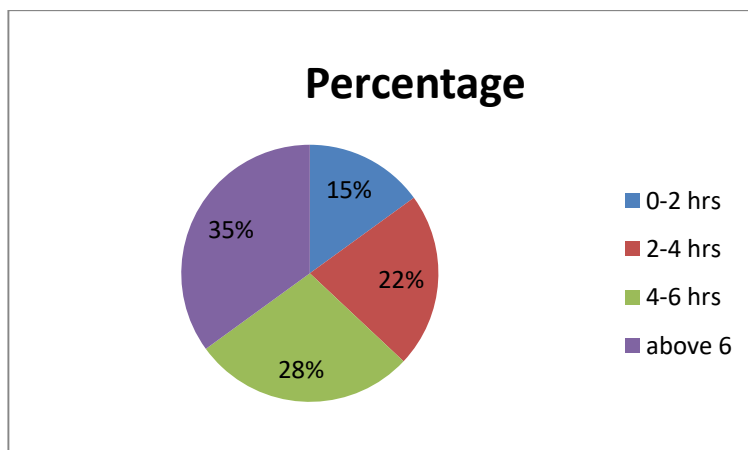


Figure 2: Working hours devoted in business

In the above data we find that only 35% women are working for above 6 hrs because they live in joint family & having a huge husband support. 28% women have only 4-6 hrs for their business because they were not living in a joint family. 15% women devotes only 2 hrs for their business due to dual role along with separated family. They have their house work and burden of the family work. They have less support from their family. So, it is proved from above discussion that it is impossible to give more hrs to the business in the separate family and unsupported family. Apart from these aspects others problems like finance, marketing, health, family and location were some more areas where the women faced problems in the new ventures. They also need a training of managerial and technical skills.

VII.CONCLUSION

The Crux of the study is that a social culture relation or environment is must for the development of women. Women faced so many problems in aspects of financial, marketing, health, family, and problems. Some guidelines should be given by the govt. and the financial institution to the upliftment of women at time to time. A women will be uplift by healthy family relation & support of their life partners. It's hope that this study will help the business women in particular to look this problems and develop better life style.

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