

Women Entrepreneurs: A Study of Selected Districts of Punjab

*Chitra Sharma Mishra

**Dr. Sukhmani Waraich

***Dr. B S Bhatia

*Research Scholar (1309196) IKG-PTU, Kapurthala, Jalandhar (India)

**AP (Finance/HR) KCL-IMT, (Supervisor ID-11090101), IKG-PTU, Kapurthala, Jalandhar (India)

*** Pro Vice Chancellor, RIMT, Mandi Gobindgarh (Punjab), India

Abstract

The role of women entrepreneurs is very important to the economic development in most of the nations as women represent nearly half of the population of the nation. Growing rates of women's contribution have facilitated developed nations in ever-increasing their growth rate. As compared to male work participation rate in India women work participation rate is quite low. This paper attempts to find out trend and pattern of women work participation in Punjab. A snowball sampling technique is used for the selection of the units. Women working in the areas of manufacturing, trading or services which are owned and managed by them are covered in the study as women are self employed in tiny and micro ventures. Women involved in fashion boutiques, beauty parlors, tuition centers, tiffin services, small shops are approached to take data for collection and empirical investigation. The study managed to come up with two main policy recommendations that are envisioned to go a long way in improving the performance of women entrepreneurs in Punjab as well as in India.

Key Words: Entrepreneurship, Tiny and Micro Ventures, Women Entrepreneurs.

Introduction

Women are the most distinguished part of the human resource; in today's time the world have identified the strength of women which can be employed as a mediator of expansion and growth. So, with all these women entrepreneurship is one of the practical approach of accepting the truth. Women entrepreneurship is generating innovative jobs to the other women and also helps the society with many solutions to many institutions, management and business hubs. The business field is the witness of the growing appearance of women as successful entrepreneurs and with the passage of time they renovate the demographic characteristics of trade and industry and on the entire economic expansion in the country. In the modern age of world economy, India is still developing country and subjugated by men. This positive movement by the women has generate employment for others as they become the leaders, creators, innovators and risk takers with their entrepreneurial activities (Carter and Shaw, 2006; Sharma, 2013).

The major part where women entrepreneurs are found in the area of micro and small enterprises and described by confined growth and generally to be home-oriented. The role of women is still quite limited and main problem is the shortage of funds and exact opportunity. It is not easy to start their venture; they have to face a lot of problems while in starting and operational as well as managing their business.

Literature Review

Pandian and Jesurajan, (2011), specifically a women entrepreneur is identified as “women or group of women, who begin, systematize and activate a venture or an enterprise”

Agarwal et al., (2016b) however, the entrepreneurship field is open for all and not restricted to particular gender. With this openness the flourishing women entrepreneurs are rising nationally and internationally.

Cheraghi, (2013) in modernizing developing economies, it is important to justify the role of women towards the business initiated by them. Likewise, the economic development in most nations is verified by the entrepreneurship, and with this the nation will expand profits in the shape of new jobs and openings, new products & service, and if main sector of the people perform as entrepreneurs.

Agarwal & Lenka, (2016) the study recommend that to sustain the development of the business, much hold is required from family, friends, society, government and non-government institutions and also financial institutions together with the abilities and skills of the entrepreneurs.

Nagaich and Sharma (2015) work participation discrepancy in Punjab economy is studied. It is found in the study that the contribution of women in Punjab is less as compared to the male and even rise in the level of education WPR of women is not increasing. This indicates that in Indian society, women got less priority than men. Moreover involvement of women in the rural area is all the time bigger than the male counterpart of the society. Although in the rural areas, more women involve themselves in the low pay unskilled jobs. Due to religious and social constraints there is low portability of women from the rural areas. In affecting work labor force contribution, reproductive work and domestic roles confirm to be noteworthy variables found on the supply side.

Objectives

The foremost objective of the study is to empirically scrutinize the motivational factors affecting the performance of women entrepreneurs in the selected districts of Punjab within the women involved in fashion boutiques, beauty parlors, tuition centers, tiffin services, small shops managed by women are approached to take data for collection and empirical investigation in order to observe the development and sustainability of women entrepreneurs in that particular tiny and micro activities. To realize this major objective, the following definite objectives direct the study:

- i. To examine the motivational factors that affects the performance of women in tiny and micro units.
- ii. To investigate the problems and challenges faced by women entrepreneurs in their respective areas.

Relevance of the study

Now women entrepreneurs are getting recognition globally even they are associated with micro or small business. One of the most succeeding states of India is Punjab. Female comprise 47.23% of the total inhabitants of the state as compare to 48.5% at national level. Female work participation rate in Punjab is much lower than in India i.e. 13.9% as against 25.51 % in India. Gender gap in work participation rate in Punjab is much higher that is 41.25% as against 27.75% in India, according to census 2011, (Primary Census Abstract of Punjab, 2011).

The studies proves that women are not contented with their job career and consider that entrepreneurship even in small and household movements give them supplementary choices to balance their life. To establish her own enterprise, women are stimulated and put extra attempts which give more flexibility in her life style. Men who also encouraged by economic need as the contribution in family financial situation by women and women are much more confident for her field (Buttner, E.H. 1993). This study is quite unusual from typical researches because it firmly emphasizes on women involved in micro and small sectors of Punjab districts. The results of the study are visualized to support strategy frame out in get better and encouraged women entrepreneurship in Punjab as well as in India.

Methods and Technique

The current study deals with women entrepreneurs of four districts of Punjab e.g. Patiala, Mohali (SAS Nagar), Ludhiana and Jalandhar who are managing their tiny and micro enterprises. A snowball sampling technique is used for the selection of the units. This technique is useful in those areas where the potential participants are hard to find and helpful to get the accurate data.

Women engaged in fashion boutiques, beauty parlors, tuition and centers, tiffin services, small shops managed by women entrepreneurs etc. are covered for the empirical investigation. Questionnaires are used for data collection. A pilot study is also carried out to ensure validity of the questionnaire, particularly in terms of clarity and appropriateness of questions.

Data Interpretation, Result and Analysis & Discussion

Demographic Profile of Respondents

The demographic profile of women entrepreneurs of Punjab, selected from four districts named Jalandhar, Ludhiana, Patiala and Mohali in terms of some selected indicators may be shown in figures:

1. Age of respondents

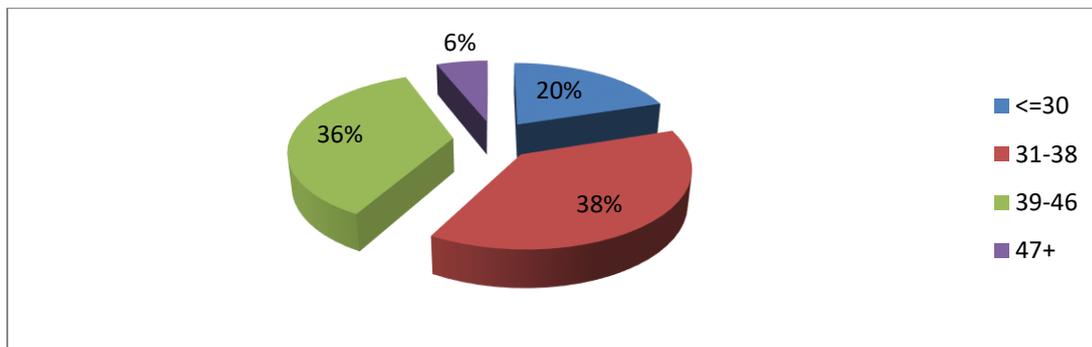


Figure 1: Primary data

Analysis of Result

The classification of the sample women entrepreneurs on the basis of their age depicts that the respondent group comprised all the age groups. It can be inferred from figure, out of the total 100 respondents, as shown below (20%) women entrepreneurs are in the youthful age group. So, a young population has a great probability of developing the nation, particularly if resources and prospects are offered.

Most of the women entrepreneurs 38% belong to the age group of 31-38 and above followed by the age group of 39-46 (36%) and utilizing their experience and are very excited towards their venture, they have started. Hirsch and brush (1986) described the typical women entrepreneur to be about 35 years of age when she start her business. Age is no bar, so (6%) women at the age of 47 and more still involved in business.

2. Academic Qualification of respondents

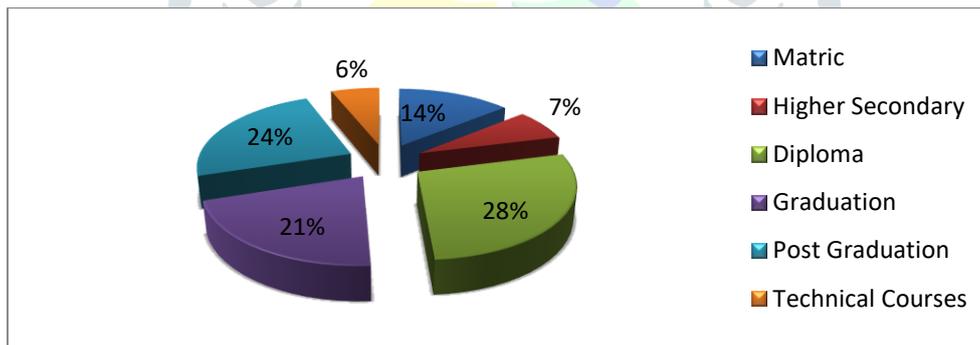


Figure 2: Primary data

Analysis of the result

The figure depicts that the 28% of the selected women entrepreneurs are diploma holders and 21% are graduates as compare to 24% as post graduates.

A total of 14% of the respondents indicated their academic qualification is matric and 7% indicated their academics qualification as higher secondary.

3. Marital Status of respondents

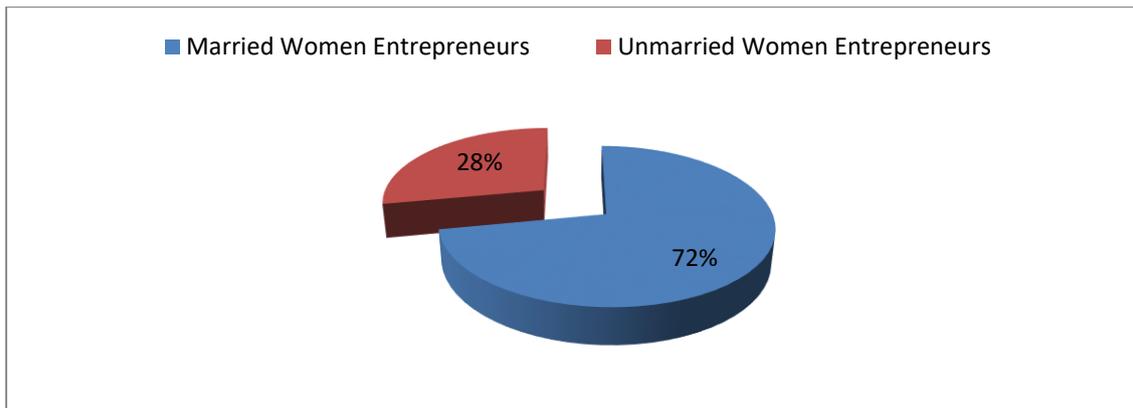


Figure 3: Primary data

Analysis of Result

The above figure presents the classification of the sample respondents on the basis of their marital status. It is elucidated from the figure that out of 100 sample of respondents, 72 per cent are married, and 28 per cent are un-married, which inferred that the respondents of the unit is dominated by married women in the study area.

4. Type of Family of respondents

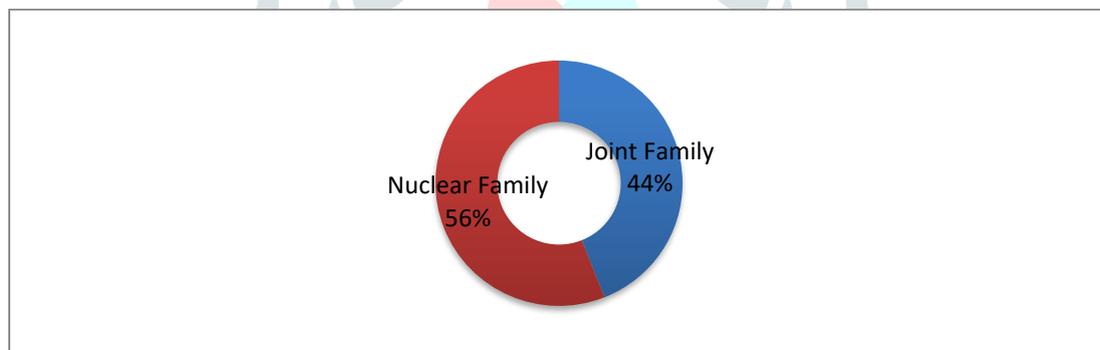


Figure 4: Primary data

Analysis of Result

It is inferred from the figure that 56% selected women entrepreneurs belongs to nuclear family and 44% women entrepreneurs belongs to joint family.

5. Number of children of respondents

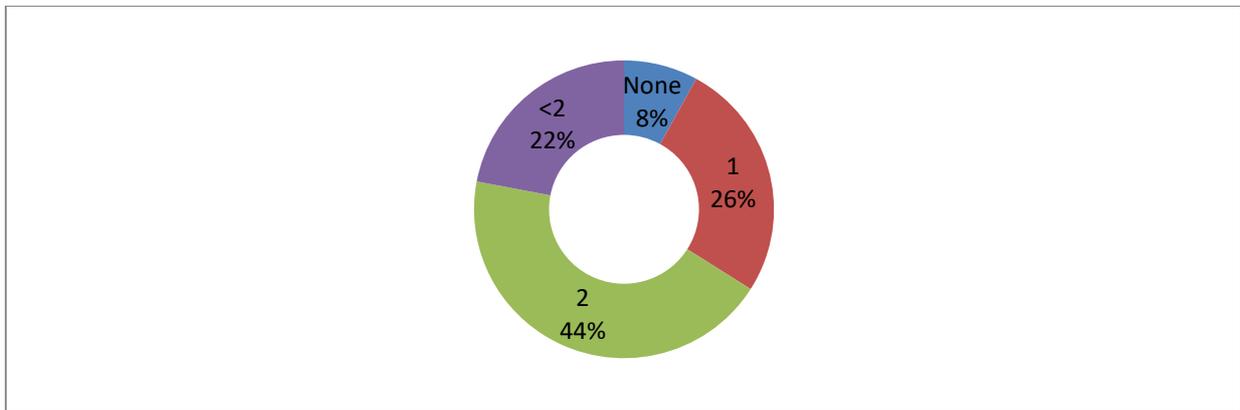


Figure 5: Primary data

Analysis of Result

No. of children also affect the women entrepreneurship. In the collection of data only 8% women have no children. 26% women have only one child. Most of the women have two children that are 44% women. Only 22% women have more than two children. This data shows that the single women have no interest in the entrepreneurship. The maximum interest in entrepreneurship is by those women who are married and having children.

6. Inheritance of Business of respondents

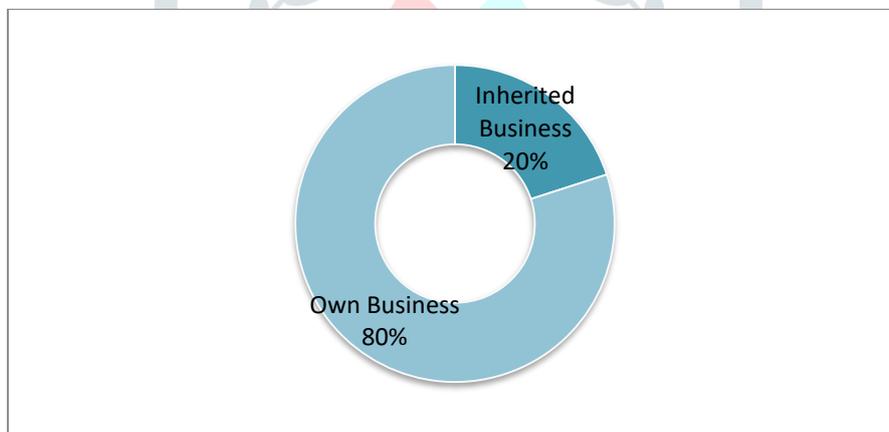


Figure 6: Primary data

Analysis of result

The 20% selected women entrepreneurs are involved in inherited business are and 80% involved in their own business.

7. Number of employees of respondents

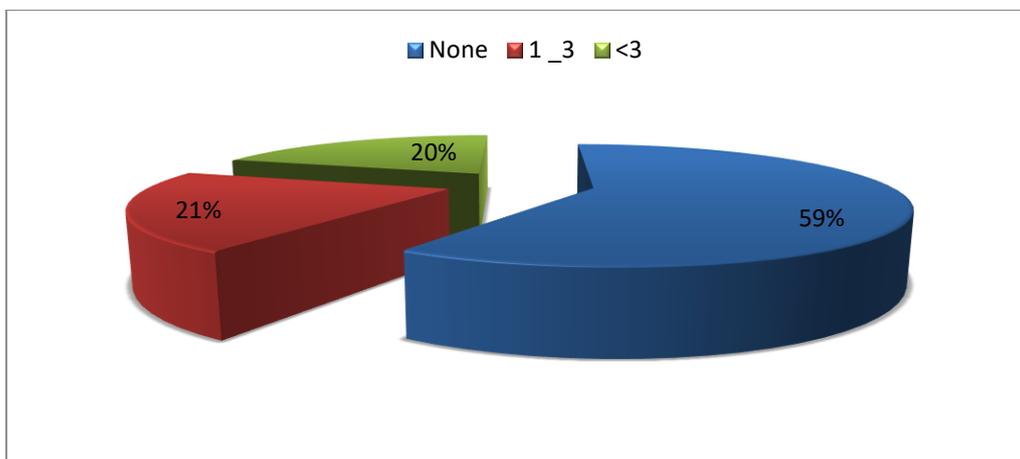


Figure 7: Primary data

Analysis of result

In the above figure most of the respondents 59% have specified that they do not engaged much people in their business and tackle their enterprise by themselves. It is concluded from the result that maximum of the respondents are owner of their venture.

8. Annual Household Income of respondents

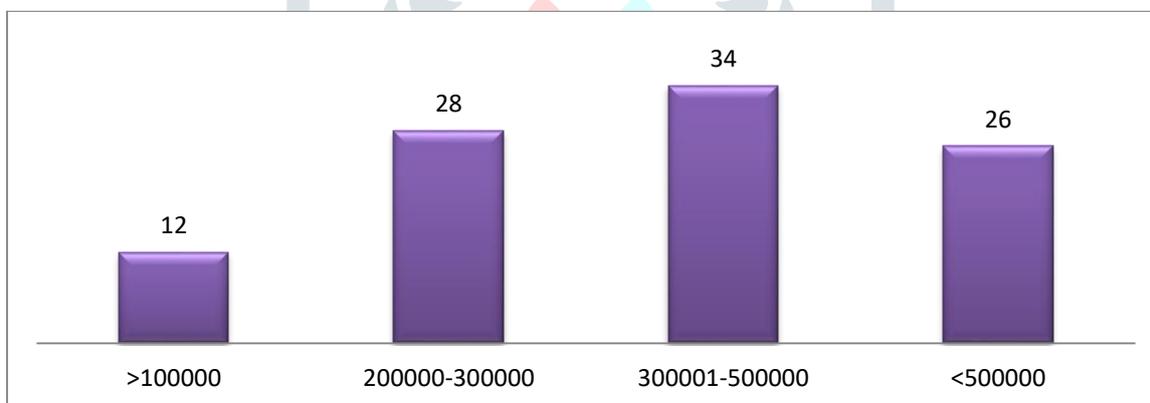


Figure 8: Primary data

Analysis of Result

The annual household income of selected women entrepreneurs between 3lakh to 5 lakh is 34% and less than 1 lakh is 12% and more than 5 lakh is 26% from their businesses.

Motivation for their business set up

As we all know that it is not easy for women to set up their own business. There are number of problems and challenges that affect women to set up an enterprise and after set ups there are operational difficulties that comes in the way of women. Likewise respondents are involved in micro and small business and they need assistance from family and banks. There are some factors that motivate women entrepreneurs to do something positive in selected districts of Punjab. From the table we get to know that women entrepreneurs also want profit, their recognition, support their family, self employment and leadership qualities, looking forward to healthy business environment and self motivation. It is the mind set of women entrepreneurs but

they have to face lots of problems. Societal constraints, problems of financial assistance and locate the proper financial institution, lack of market awareness are some of the challenges have to be faced by women entrepreneurs. Government is launched so many schemes for women of rural and urban area and one of the scheme is Pradhan Mantri Kaushal Vikas Yojana – PMKVY scheme and with the many provinces of all over the country The PMKVY scheme is being implemented successfully.

National Skill Training Centre For Women in Mohali (Punjab)

The people of Punjab state is endowed natural variety of talent. The foundation stone of the National Skill Training Institute (NSTI) for Women is laid by the Union Minister Dharmendra Pradhan on 28th July 2018. At present, the NSTI functions at a provisional site in Rajpura (Punjab) (www.thehindubusinessline.com, July 28, 2018).

Table: 1 Motivation for their business set up

	Mean	Std. Deviation	Variance
Motivational and success factors contribute to my efforts to start a venture/business	3.00	1.295	1.677
Need for extra returns	3.03	1.306	1.706
To gain name and fame	3.07	1.281	1.642
To accept challenges and make achievements	3.14	1.255	1.576
To achieve self satisfaction	3.09	1.334	1.780
To make themselves independent and secure	3.09	1.349	1.820
To support the family in terms of financial and non financial terms	3.11	1.340	1.796
Self employment & leadership leads me to become an entrepreneur	3.20	1.333	1.778
To explore the hidden talent, that's why I started my business	3.12	1.313	1.723
To have faith in my own plans	3.06	1.301	1.693
Looking forward and self motivation	3.05	1.313	1.725
Capable of contributing value both in family and society	3.00	1.303	1.697
Healthy business environment	3.14	1.341	1.798
Open style of problem solving	3.00	1.348	1.818

Problems and challenges faced by respondents

Table: 2 Problems and challenges faced by respondents

	Mean	Std. Deviation	Variance
Usually face the family problem	2.94	1.293	1.673
Limited risk taking capacity	2.95	1.290	1.664
Problems of financial assistance	2.98	1.271	1.616
Lack of adequate knowledge and information of financial institutions	3.06	1.229	1.512

Not able to understand hidden cost and anticipate appropriate cash requirements	3.07	1.273	1.621
There are society constraints	3.14	1.295	1.677
Lack of basics and technical knowledge	3.03	1.396	1.949
Lack of market awareness	2.98	1.341	1.798
Lack of networking in the market	2.94	1.369	1.875
Lack of support from financial institutions	3.08	1.405	1.973
Lack of professional training and experience	3.04	1.414	1.998
Inability to gain the confidence of women workers to stand and work under woman entrepreneur	3.07	1.387	1.924
Challenge to approach a suitable financial institution to get money	3.06	1.377	1.895
Lack of time for personal and professional life	3.07	1.305	1.702
To manage work in a balanced way	2.98	1.326	1.757
Unable to exploit international opportunities	2.94	1.309	1.714
Requirement of another professional education taken during the business	2.88	1.289	1.662
Need to trust other women while delegating the authorities and responsibilities	3.04	1.310	1.716
Generally the women entrepreneurs do not share their experiences with other women entrepreneurs	2.93	1.365	1.864
Selecting the suitable employees and technician	2.92	1.376	1.893

RECOMMENDATIONS

The study extracts some following recommendations on the basis of the study:

- i. Proper education & training and guidance particularly in micro and tiny enterprises is offered by the Government of India to women entrepreneurs and suitably managing the enterprise and ground work is to be insured for the raw material and easy openings for the aspiring women entrepreneurs.
- ii. With the help of MSME and financial institutions or banks, the Government of India should offer the much desirable financial assistance at easy levels to women entrepreneurs.

There is a lead bank in every district and so many schemes are provided by every bank to promote women entrepreneurship and there are targets set by lead banks for granting loans to needy woman in every district. But the thing is women are not aware of these schemes, so for the awareness of these schemes state government should do their best efforts.

CONCLUSION

Today we can see women is far ahead hatching every area and gaining importance as women entrepreneurs. Now women entrepreneurship is recognized in every field in India, number of women is coming out of their orthodox mentality and continues to shine in the business world globally. Nevertheless, it is apparent that the Government of India is actually concerned about the growth of women entrepreneurship. The particular thing is to implement the recommendations and suggestions accurately and the success rate is to be observed

carefully because it is very important to keep in touch with women entrepreneurs and try to resolve their problems and challenges. The study comprises the empirical investigation of their enterprises and come out with the best output and further these results will help the government to frame out best policies and strategies for women entrepreneurs in India and make the business environment healthy.

References

- Agarwal, S., & Lenka, U., (2016a). An exploratory study on the development of women entrepreneurs: Indian cases. *Journal of Research in Marketing and Entrepreneurship*, 18(2), 232–247. Permanent link to this document: <http://dx.doi.org/10.1108/JRME-04-2015-0024>
- Agarwal, S., Lenka, U. & Agrawal, V. (2016b). An empirical investigation of self-confidence of indian women entrepreneurs, in Pillania, R.K., Bhandari, N. and Dasgupta, M. (Eds), *Emerging Themes in Strategy*, Mc Graw Hill Education, New Delhi, pp. 104-115.
- Buttner, E.H., “Female entrepreneurs: how far have they come?”, *Business Horizons*, 36(2), 1993, pp. 59–65.
- Carter, S.L. & Shaw, E. (2006). Women’s business ownership: recent research and policy developments. *Women’s Business Ownership Report for BIS*, pp. 1-96.
- Cheraghi, M., (2013). Innovation by entrepreneurs in China: the increasing prominence of women. *Journal of Knowledge-based Innovation in China*, 5(3), 172–187. Permanent link to this document: <http://dx.doi.org/10.1108/JKIC-08-2013-0016>
- Labour Bureau, Ministry of Labour and Employment, Government of India, 2012-13 (Primary Census Abstract of Punjab, 2011)
- Nagaich Sangeeta, Sharma Preeti. Work Participation Differentials in Punjab Economy. *Indian journal of Applied Research*. 2015; 5(8). Retrieved from [https://www.worldwidejournals.com/indian-journal-of-applied-research-\(IJAR\)/articles.php](https://www.worldwidejournals.com/indian-journal-of-applied-research-(IJAR)/articles.php).
- Pandian, K. & Jesurajan, V. (2011). An empirical investigation on the factors determining the success and problems faced by women entrepreneurs in Tiruchirapalli district – Tamilnadu. *Interdisciplinary Journal of Contemporary Research in Business*, 3(3), 914-922.
- Sharma, P. (2013). Women entrepreneurship development in India. *Global Journal of Management and Business Studies*, 3(4), 371-376.