



Study on Work Culture and Quality Work life of Women Entrepreneurs in India

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Abstract: Globally Entrepreneurship is emerging as a wider concept and majorly contributing to the economic development of a nation. The participation of women entrepreneurs is considered to be really important for sustainable socio economic progress. In India, even though women plays a vital role in the society but still they have to face a lot of barriers and hurdles in order to initiate their entrepreneurial potential and fulfil their entrepreneurship dreams. The purpose of this study is to analyse and focus on the all the cultural barriers and motivations that exists in the Indian society which helps and also limits women entrepreneurs to fulfil their entrepreneurial dreams. Also the study aims at analysing what are the motivating factors of quality work life of women entrepreneurs that most of the women are encouraged to take up their entrepreneurial journey and opting to be their own boss. Through this study the status of women entrepreneurs are found out in Indian society with respect to work cultures and their quality work life so as to find out the sectors in which women are taking up their entrepreneurial journey, education status of women entrepreneurs, the motivating factors, revenue generation and also gender gap between entrepreneurs that exists. The study will help to highlight the current scenario of women entrepreneurs in India which can be helpful in bringing out the reforms to encourage women entrepreneurs of India for future.

Keywords: Entrepreneurship, Women Entrepreneurs, Work Culture, Quality Work life

INTRODUCTION

Women play a vital role in every sphere of life. In India, women hold an important position in terms of entrepreneurship and are recording high growth rate in entrepreneurship sector. Women entrepreneur can be defined as the female individual or group of female individuals who begins, arrange and execute a business venture. The definition of women entrepreneurship provided by Indian Government states “a business undertaking owned and controlled by woman holding 51% of minimum financial interest of capital and providing minimum of 51% of employment generation from the business to women.”

With the growing industrialisation and mobilisation there has been a dynamic shift in the status of women in India. As there is widespread education and awareness among women, women are now not limiting themselves into the four walls of their home and kitchen but they are coming out in the dynamic business world facing the challenges and gaining confidence to start their own venture based on their creative and educational interest and also being their own boss. With the advent of women entrepreneurship culture, the government is also taking various steps to motivate women entrepreneurs and support them in their entrepreneurial journey by providing various entrepreneurship schemes, training facilities and widespread awareness programs.

Women are choosing entrepreneurial role in order to create their value and meaning of life. Now traditional role of housewives are shifting into women entrepreneurs. The various motivating factors of this very shift include widespread quality education, dynamic societal cultural values and the need of increased income. In developing country like India, Women play an important role in contributing to the economic development and is considered as an important economic growth source. Women entrepreneurs are said to be job creators helping to solve the issue of unemployment and also providing solutions to various societal problems and issues in relation to management and business prospective.

Even though women entrepreneurship holds numerous positive aspects and provides benefits to the society yet women are lacking behind and represents minority among all entrepreneurs. Still today, there are various cultural barriers which women face and work barriers which stop them from initiating their entrepreneurial journey. This study analyses various work culture barriers, work culture motivations and factors that motivates and also limits women from starting their entrepreneurial journey.

Work culture in terms of women entrepreneurs in India is dependent on various factors which include the country's dynamic socio-cultural environment, values, attitudes, norms of the society and shared belief system of the population that impacts the success and failure of women entrepreneurs in India. This study is an attempt to bring out the holistic approach of various cultural aspects that revolve and influence the work of women entrepreneurship in the country as whole. Various work culture barriers of women entrepreneurs are studied and analysed in order to find out and highlight the various points that encourages women of India to take up their entrepreneurial journey and what are the barriers or hindrances in terms of work culture aspects which stops women as a whole from pursuing their entrepreneur dreams.

This study is also an attempt to analyse the quality of work life of women entrepreneurs as to study what factors motivates the women entrepreneurs in order to face the entrepreneurial challenges and how the entrepreneurial journey is affecting their life different from the regular job. The key aspects of quality work life of women entrepreneurs in India is identified in this paper in order to know the life and perks of being own boss in her life.

This study is entirely based on secondary data that includes various literature review related to the culture and quality work life of women entrepreneurs and also various survey reports and government data on women entrepreneurs including 2019 women's web survey reports and MSME Reports of 2019-20. With the help of secondary data analysis of women entrepreneurs, the current scenario and trends of female entrepreneurship are discussed including education level, industrial area, revenue generation and the existing gender gaps in entrepreneurship journey.

LITERATURE REVIEW

(Nataraj, 2011) In his study mentioned that previously in India, the title of entrepreneurship was majorly dominated by male segment of the society. With the advent of change in social and cultural environment and increasing literacy rate of females, women have also begun to explore their inborn talents and skills in business. Various government initiatives and schemes have encouraged women in India to actively pursue their entrepreneurial journey. The study emphasised on the major factors that impacts the work life integration of women entrepreneurs i.e., work overload, health quality, time management issue, dependency and lack of social support.

(Vinze, 1987) Suggested that women entrepreneurs are those individuals or combination of individuals who begin, arrange and execute a business activity. In order to consider women as entrepreneurs there must be commencement, creative mindset and pursuance of business activities. Business women is said to be the one who has a dynamic personality in order to analyse various market openings, professional skill set, risk handling attitude and a strong vision with motivation to be successful as a women entrepreneur.

(Hechavarria, 2019) In their study mentioned even though women entrepreneurs are considered important for creation of new job opportunities and their active contribution in the growth of their economy and society, the combination and contribution of women entrepreneurship and respective culture are not studied and covered widely.

(Anambane and Adom 2018; Baughn et al. 2006; Khandelwal and Sehgal 2018) Suggested that Culture is the representation of elaborated explanations for differing women's entrepreneurship in societies and also in the success and failure of business. Most of the constraints and barriers that women entrepreneurship face are generally gender related and arise from customs, traditions and associated cultural value system.

(Leung et al. 2005; Steel and Taras 2010) Mentioned that Culture is a multifaceted term that comprises of exterior, universal layer entering society's ethnicity and ultimately forming a set of value system shared between groups.

(Fu et al., 2004; Leung et al. 2005) Suggested that basically cultural indicators is related to a particular belief system, prescribed standards and various expectations of a society that impacts the very culture of society. All these factors and environment of entrepreneurship in which businesses are created and executed impacts the very women entrepreneurship.

(Agarwal, 2015) In his paper studied the work life balance of women entrepreneurs. Entrepreneurship is considered as the best method to fight unemployment as it is said to be the job creators and provides huge job opportunities and helps in economic development of the nation. In order to fill the gender biasness women are actively participating in self employment in order to achieve their work life balance and work according to their set patterns and priorities. In his study the author has provided various conceptual frameworks and suggested the various ways in which women entrepreneurs can manage their work life balance.

OBJECTIVES

- i.) To study the various cultural barriers and constraints of women entrepreneurs in India.
- ii.) To analyse the quality work life of women entrepreneurs in India.
- iii.) To study the various motivating work culture and quality work life factors that motivate Indian women entrepreneurs.
- iv.) To study the gender gap in entrepreneurship in India.

RESEARCH METHODOLOGY

This study is based entirely on secondary data sources. The relevant data is collected from various journals, articles, magazines, government reports and survey and through relevant literature review. Secondary data sources also include 2019 women's web survey and MSME Reports 2019-20.

COMPREHENSIVE ANALYSIS AND INTERPRETATION

The following literatures are reviewed in order to study the factors of work culture and quality work life of women entrepreneurs in India.

(Yadav, 2015) Based on his study expressed his opinion that in India, Organisations are dominated by male workforce as women accounts only for 20% of the total workforce. When it comes to women labour force participation, International Labour Organisation rank of India stands at 121 out of total 131 countries. This includes apart from various other factors, culture and set prescribed rules representing women to be limited to their household chores and family responsibilities. Based on National Sample Survey over the last decade women participation in India has dropped to 22.8% from 40% over the decade.

(Shah, 2015) Through his study mentioned that the key to growth of women entrepreneurs all over world is motivation and encouragement that is provided to them all over the nation. Though in India, women are not provided with required exposure and relevant experiences, help, awareness, lack of information and support programs which eventually results in lower possibility of growth and development of women entrepreneurship in India.

(L Dubey, 1990) Mentioned in his study that Nelasco has an opinion that the very culture of India covers and hides the very leading potential of women entrepreneurs. The culture of society, set prescribed rules through the mindset, male dominance practices results in limiting women from outside world exposures and get confined within the closed ecosystem even though they are capable of pursuing the entrepreneurship journey.

(Ward, 2007) Suggested that in order to have flexi time and co-ordinate their work and personal lives, women have actively chosen the path of entrepreneurship in order to enhance their quality work life by achieving the parameters of work life balance.

(Jome, 2006) Studied in his paper that in the competitive scenario, women are considered to be more confident with their skill sets and strongly believes in the inter related approach in the current working scenario. Women nowadays focus more on maintaining fruitful relationship with their workforce as well as their target customers by maintaining the policy of effective communication and transparency. So the women entrepreneurs strongly believes in maintaining effective communication and strong relationship not only with their family members but also with their target customers as it reduces their stress level both in personal and professional life. In these way women entrepreneurs smartly and intelligently enjoy the good quality work life by achieving work life balance parameters.

(Bhat, 2018) In her study suggested that in order to lead a happy life a balance must be maintained in both personal and professional life. The effective balance can motivate women entrepreneurs to work harder and give their best to the organisation. Proper balance and good quality work life i.e., along with work, women entrepreneurs are also able to enjoy their quality time with their loved ones maintaining good health and also enjoying their vacations which ultimately gives utmost satisfaction to women entrepreneurs and they can flourish and grow well in their entrepreneurial journey.

Data related to women entrepreneurs in India

The various insights provided by 2019 women web survey are as follows:

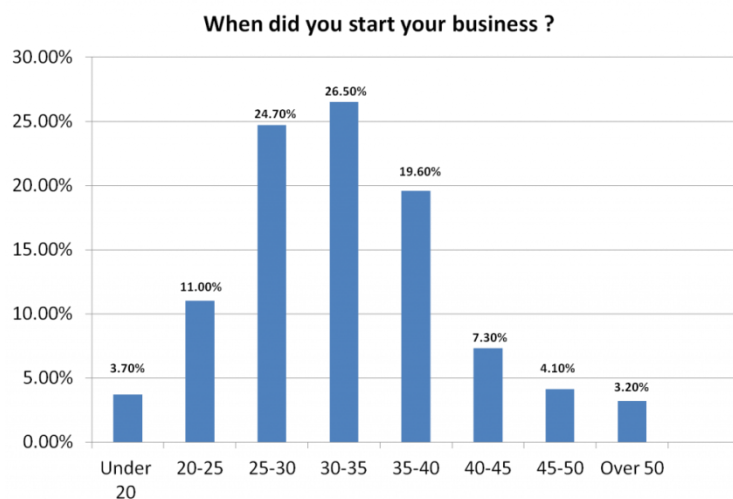


Fig1.1: graph showing the age groups of Women Entrepreneur's Respondents

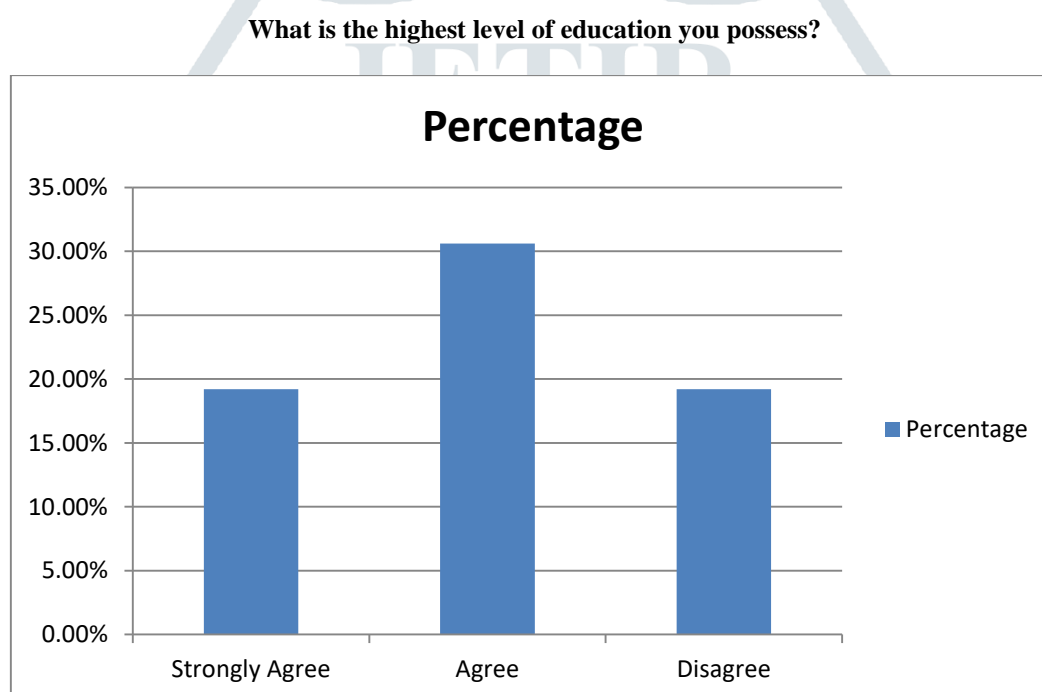
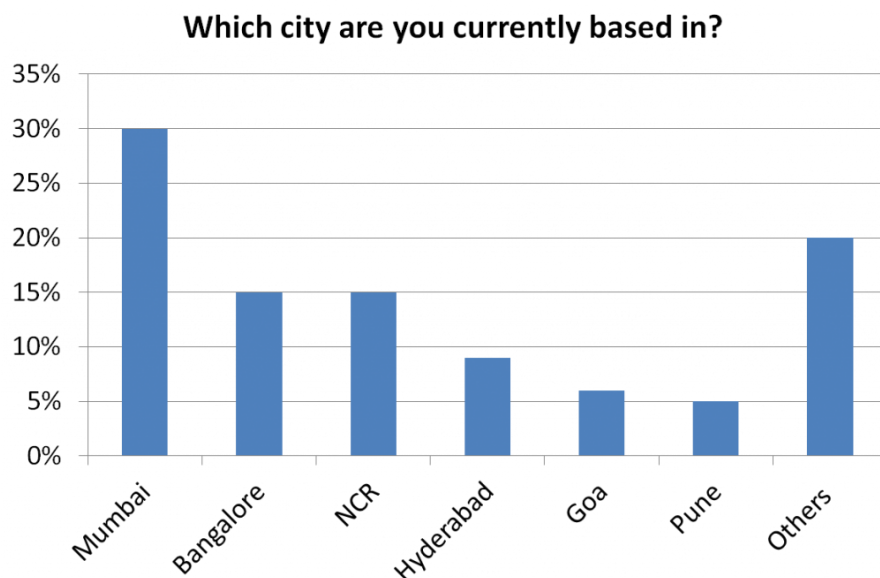
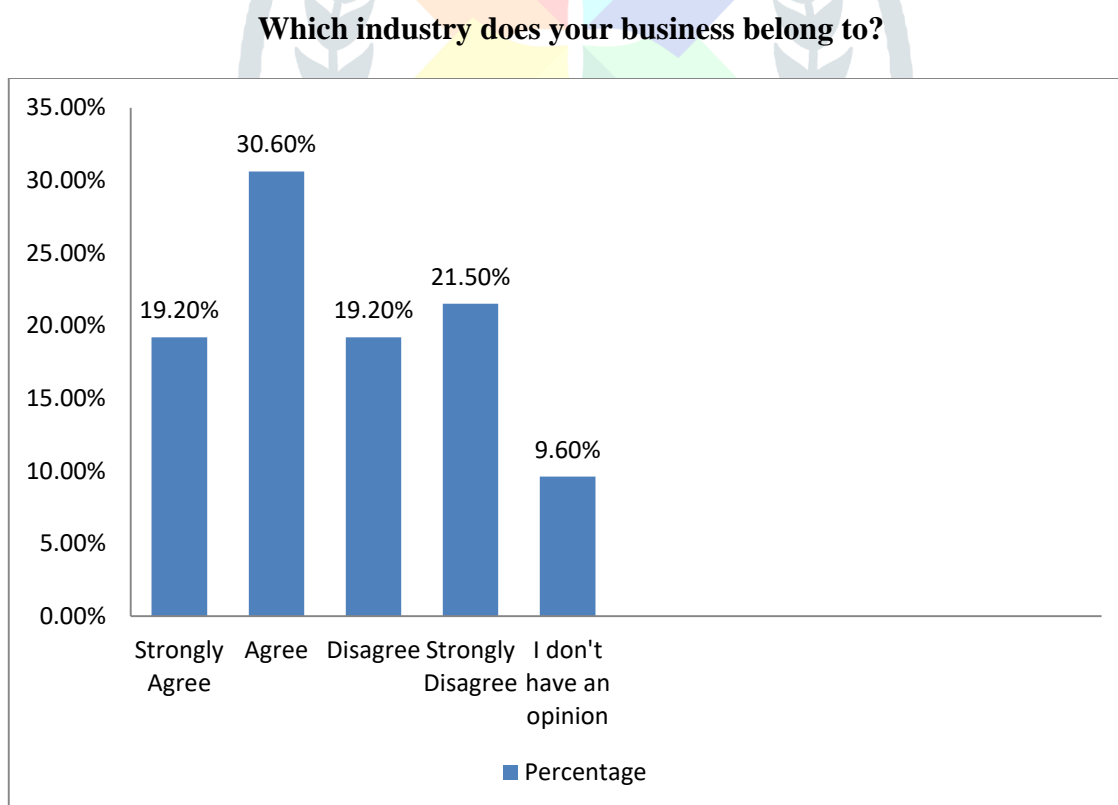


Fig1.2: Pie Chart showing Education level of Women Entrepreneur's Respondents



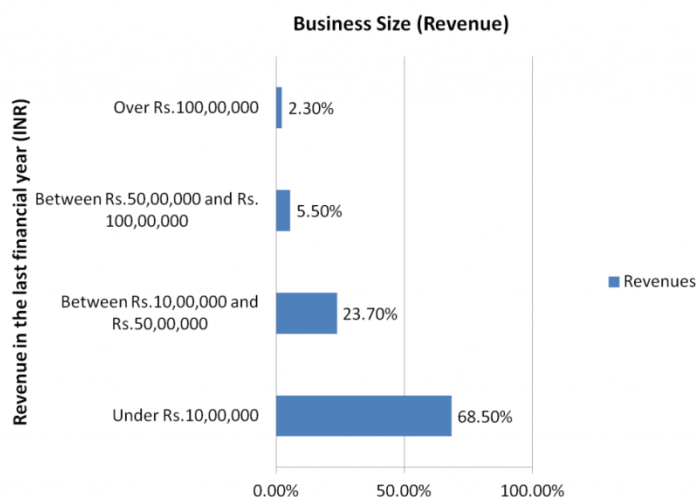
source:www.womensweb.in

Fig1.3: Graph showing the location of Women Entrepreneur's Respondents



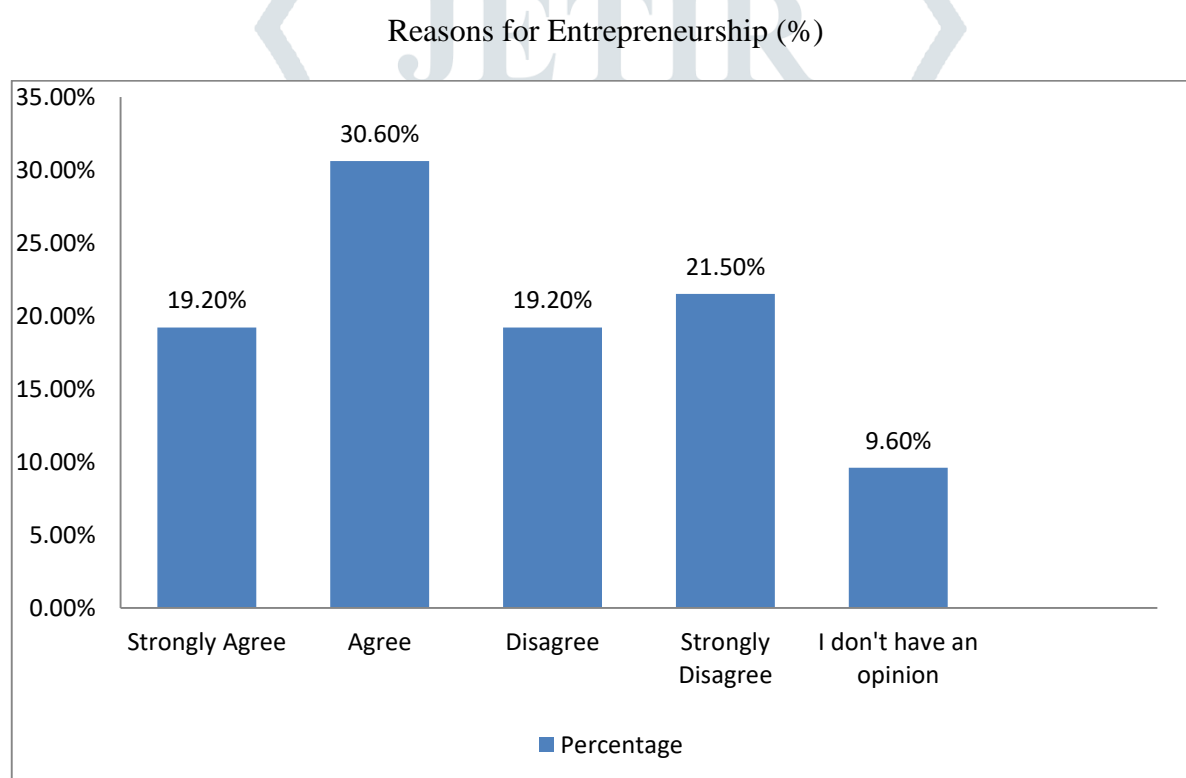
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Fig1.4: Graph showing the industry sector of Women Entrepreneur's Respondents



source:www.womensweb.in

Fig1.5: Graph showing the Revenue earned from Business of Women Entrepreneur's Respondents



source:www.womensweb.in

Fig 1.6: Pie Chart showing the reasons of pursuing entrepreneurship by Women Entrepreneur's Respondents

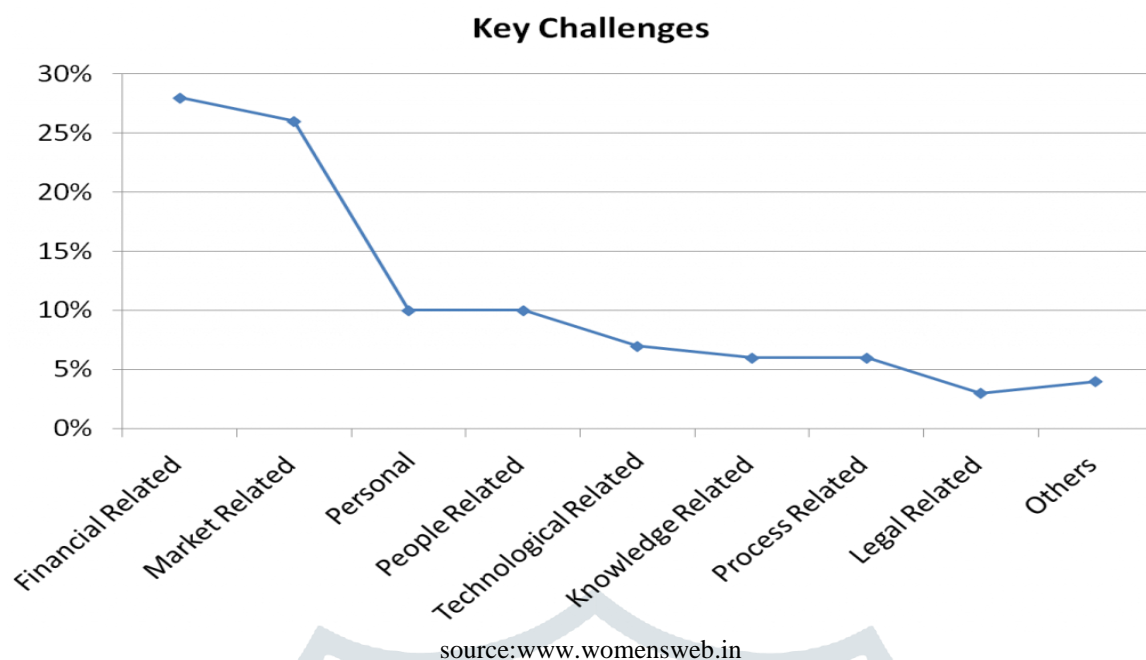
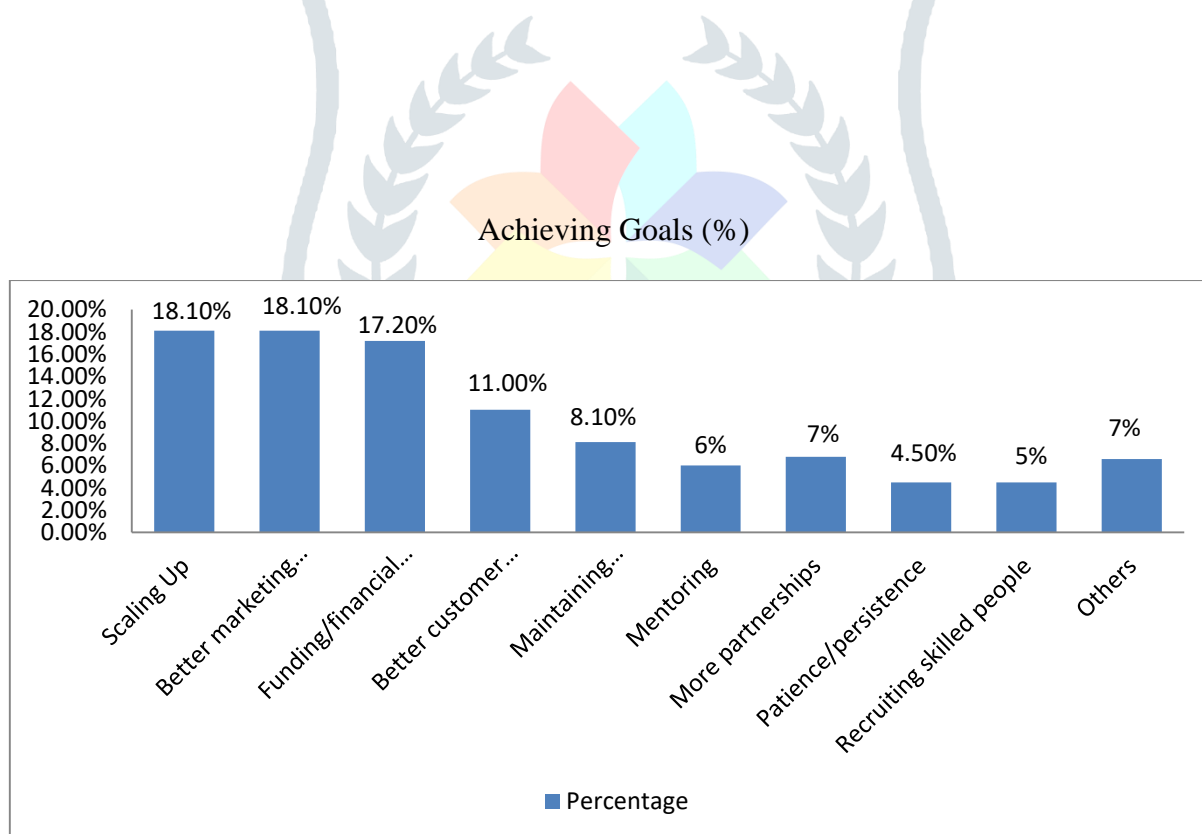


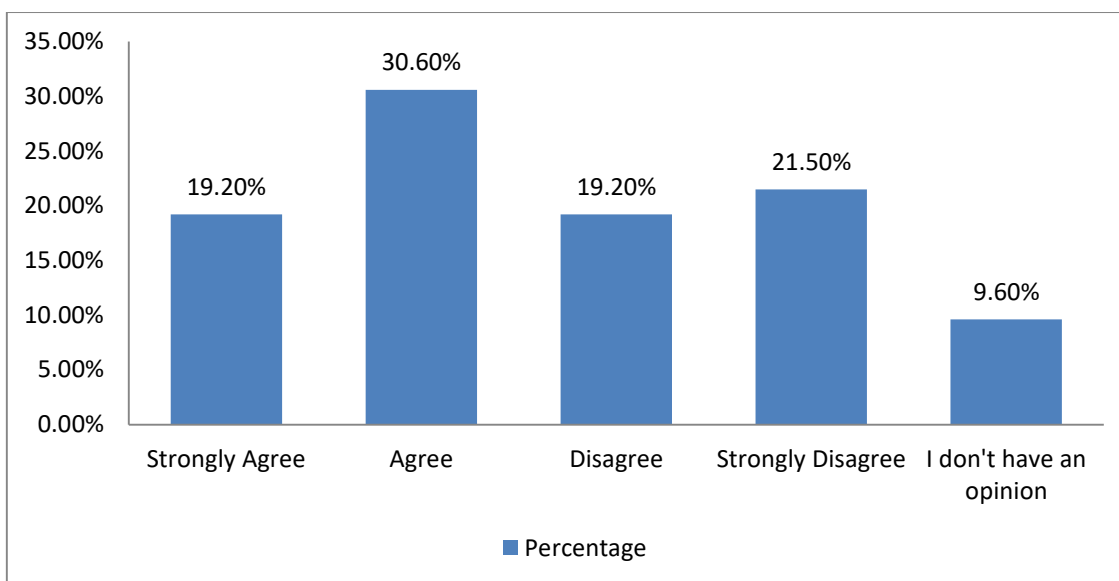
Fig 1.7: Graph showing the challenges faced by Women Entrepreneur's Respondents



source:www.womensweb.in

Fig 1.8: Graph showing what are the factors that will help Women Entrepreneur's Respondents in achieving their goals.

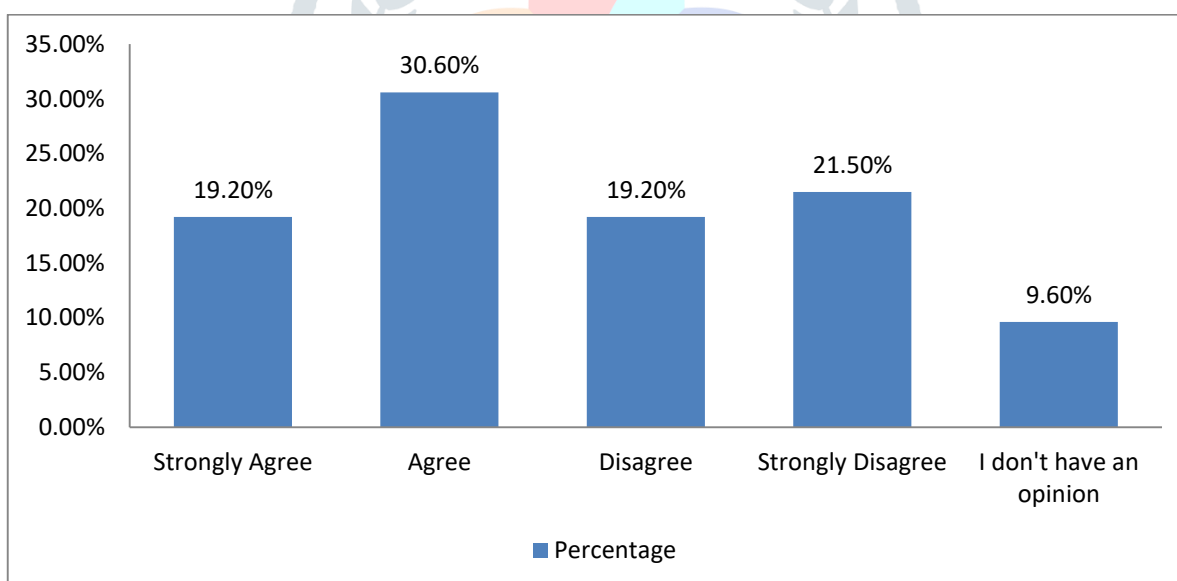
To what extent you agree or disagree with the statement that a woman starting a business in India faces more challenges than a man.



source:www.womensweb.in

Fig 1.9: Pie chart showing the gender gap in Entrepreneurship

To what extent you agree or disagree with the statement that being a woman impacts your decisions on how large/fast your business should grow.



source:www.womensweb.in

Fig1.10: Graph showing impact of Women Entrepreneur's Respondents

Table No. 1: Table showing percentage distribution of male and female entrepreneurs in India

CATEGORY	MALE ENTREPRENEUR	FEMALE ENTREPRENEUR	TOTAL
Micro	79.56	20.44	100
Small	94.74	05.26	100
Medium	97.33	02.67	100

Source: MSME Report 2019-20

Findings

The various findings based on the data of women's web survey of 2019 are as follows:

- i.) Fig. 1.1 represents that according to the survey report the major chunk of women entrepreneurs i.e., 51.2% initiated their business between 25 years to 35 years of age. Only 11% of women entrepreneurs initiated their business before turning 25 years of age.
- ii.) Fig 1.2 represents that around 72% of women entrepreneur's respondents are highly qualified as they hold the post graduation level of education.
- iii.) Fig 1.3 represents that Mumbai holds the majority of women entrepreneurs comprising of 30% of women respondents.
- iv.) Fig 1.4 represents that industry wise, 16% of women entrepreneurs are from creative services. This can be possible due to the fact that creative field holds low entry barriers and doesn't require significant capital to initiate their business venture.
- v.) Fig 1.5 represents that majority of women entrepreneurs were likely to be in the form of micro enterprises or small business as major chunk of respondents reporting revenue under Rs. 10,00,000 i.e., around 68.5%
- vi.) Fig 1.6 represents that 27% of women respondents choose the reason behind entrepreneurship as it helps them to mould creatively and creativity is considered to be the driving force to start their entrepreneurial journey. 20% of women respondents got inspiration of being their own boss.
- vii.) Fig 1.7 represents the key challenges that women entrepreneur's face which is majorly financial and marketing related issues.
- viii.) Fig 1.8 represents that 18% of the women respondents agreed to achieve their goals in the coming three years by choosing scaling up and better marketing skills and support.
- ix.) Fig 1.9 represents that 49% of women entrepreneurs respondent strongly agree with the statement that still women faces more challenges than men in context of starting their own business in India.
- x.) Fig 1.10 represents that around 52% of the women entrepreneurs surveyed either agreed or strongly agreed with the statement that as a woman, it impacts the growth of their business. This makes us think about the fact that gender imbalances are still prevailing in India.
- xi.) Table No. 1 represents the ownership of male and female entrepreneurs in micro, small and medium enterprises as of year 2019-20. There is a huge difference between male and female entrepreneurs. Ownership of women entrepreneurs in micro industries is 20.44% whereas in small industries the share of female entrepreneurs is only 5.26% and in medium enterprises the share of female entrepreneurs is only

2.67%. So with the help of data of MSME Report we can analyse that women are less motivated towards enterprises because major population of female entrepreneurs are engaged in micro enterprises and very few numbers of female entrepreneurs try to establish medium enterprises.

Through this analysis we can say that women in the field of entrepreneurship are still lagging behind men counterparts. There is huge gender gap observed between male and female entrepreneurs as per data of 2019-20.

Suggestions

On the basis of the findings of 2019 women's web survey data, it can be precisely and clearly stated that though women are entering into the field of entrepreneurship, they do face unique challenges and constraints. The insights and data collected bring into light both the progresses made and the challenges that points towards the areas for support and development in order to help women to succeed in business. Following are some the suggestions on the basis of findings:

1. Targeted Financial Support and Funding Initiatives

The major barrier for women entrepreneurs highlighted on the basis of findings are the financial challenges and constraints. This financial challenge can be overcome by creation of target funding schemes particularly for women entrepreneurs. Low-interest loans, grants and seed funding can be provided by financial institutions and government agencies. Furthermore, by introducing subsidies and tax benefits for women entrepreneurs, this initiative would encourage more and more women to scale up their businesses from small enterprises to medium and large enterprises.

2. Educational Programs and Skill Development

As the major portion of respondents is highly educated (72% with post graduate degrees), it becomes quite important to create special training programs that focuses on the practical approach of entrepreneurial skills. In order to skill women with the expertise and tools so that they are able to grow their enterprises beyond the micro level, there is need to provide them with training in the areas such as business planning and execution. Similar schemes and programs shall also include guidance and mentorship from successful women entrepreneurs in order to provide them guidance with their expertise in the form of guidance, inspiration and support.

3. **Encouraging Entry into Diverse Sectors**

Through the findings we can find that majority women are concentrated in certain domains such as creative services which can have limited growth potential. Motivating and Encouraging women to enter the other fields such as technology, manufacturing and sustainable energy could increase the scalability of their business and market reach. Various mentorship programs and industry specific grants could be brought in practice in order to promote diversification, assisting women to establish their presence in less traditional sectors.

4. **Community and Network Building**

In order to provide support and build a sense of community, creation of a robust network of women entrepreneurs can be quite helpful. Both at the local and national levels creating networks can be quite valuable as women entrepreneurs could share resources, advices and their experiences. Various networking events, workshops and digital platforms can be developed in order to facilitate collaboration, knowledge-sharing and mutual support among women entrepreneurs.

5. **Gender Sensitization and Advocacy**

Around half of the respondents believe that gender inequality still affects their businesses. In order to bring the changes in this biasness government, media and business associations need to work together in order to promote and encourage gender equality in entrepreneurship. Various gender sensitization compaigns, policy changes can help in addressing biasness and encouraging more inclusive work environment set up. Efforts should be made to celebrate the women entrepreneurs in order to challenge stereotypes and inspire aspiring business entrepreneurs.

6. **Encouraging Support Systems for Work-Life Balance**

Achieving Work life balance by balancing personal life aspects and entrepreneurship at the same time can be a challenging task. By providing accessible childcare services, flexible work hours and family support initiatives can help in easing and achieving the work life balance of women entrepreneurs.

Fostering an ecosystem and culture that offers women with specific financial, educational, and social support can help in bridging the gender gap in entrepreneurship. By addressing both structural and societal challenges, we can empower more women to establish and grow businesses, contributing to economic growth and greater gender equality in India's entrepreneurial landscape.

Conclusion

In a competitive Business world, the term Entrepreneurship is considered to be the important one as it is quite helpful in sustainable economic development and also in employment generation. The term Entrepreneurship brings with it a lot of challenges and perks that an entrepreneur faces. With the globalisation and liberalisation, women in India are actively taking part in the entrepreneurship journey. As we know that in Indian society there exists various gender biasness, lack of awareness, multiple female responsibilities and lack of financial and social support for women. A woman in India has to overcome these challenges in order to start their own entrepreneurship journey. Now days, the term women entrepreneurs are quite common and spreading widely as more and more women are coming out of their houses and kitchens to start their own ventures and explore their hidden business skills. Through this study, we can say that majority of women entrepreneurs are involved in their skill based and creative business setup facing the financial and marketing challenges that are required in entrepreneurship. Even today when women are highly qualified, there exists the gender gaps between male and female entrepreneurs as we can see in our study that there is a huge gap between male and female entrepreneurs, women entrepreneurs are still opting for micro enterprises but male entrepreneurs are majorly involved in small enterprises referring to the various challenges that women entrepreneurs have to face in order to start their own venture. Also most of the women are choosing entrepreneurship in order to be their own boss achieving their work life balance and leading a quality work life. Therefore, women entrepreneur choose to run their own business as it provides them with confidence, recognition in society and also attaining the quality work life. The study is restricted to selective analyses regarding women entrepreneurs covering the selected area which is a limiting factor of this study, various other dimensions related to women entrepreneurs can be studied further. There are still various work culture barriers that women have to face in order to start their own venture which needs to be taken into concern in order to encourage women to start their entrepreneurship as it will ultimately lead to overall growth and development of a nation.

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