

Women Entrepreneurship: A Study on Entrepreneurial Behavior, Constraints and Motivating Factors of Women Entrepreneurs at Varanasi



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Chapter - V

SUMMARY, CONCLUSION & RECOMMENDATIONS

In the antecedent chapters, the socioeconomic status of women running the enterprise, the framework of the organization, the performance of women entrepreneurs, the motivators and problems of the enterprise have been discussed. The major findings, conclusions, suggestions and future scope of the research of the present work are introduced in this chapter.

A woman entrepreneur is a person who accepts challenging roles to fulfill his personal needs and to become financially independent. The strong desire to do something positive is an inbuilt quality of entrepreneurial women, capable of contributing value to both family and social life. She has competed with man and successfully mounted with him in every domain of life and industry is no exception to this. These women leaders are vocal, persuasive and willing to take risks. They manage to survive and succeed in this cut throat competition with their hard work, diligence and persistence.

The present research was carried out with the objectives of studying the socioeconomic status, occupational & organizational profile of the enterprise, women's entrepreneurial behavior, various constraints encountered by women entrepreneurs and motivators & reasons to start the enterprise.

Objectives

The specific objectives of the study are:-

- To find out the socioeconomic status of women entrepreneurs & their family.
- To find out the profile of the enterprise of women entrepreneurs.
- To study the entrepreneurial behavior of women entrepreneurs to start their enterprise.
- To find out the constraining factors that faced by women entrepreneurs at the starting of enterprise.
- To find out the motivating factors responsible for successful women entrepreneurs to become an entrepreneur.

Research Methodology

The research was taken up **purposively** in the Varanasi as after studying many research papers, thesis, articles, and reports there was a gap in between the researches done in the past and now in the city. A city of rivers, often known as Banaras/Benaras, Varanasi is the oldest living city in the world. Being the oldest city, this city is still the same as in the case of entrepreneurship development. There is more than thousand domestic production in the city and people here are satisfied with their work though they face numerous problems related to entrepreneurship and sometime these obstacles drag their enterprise to the mouth of mortality. There are total 5 zones in Varanasi. Bhelupur zone was selected through **random sampling method** for the study. Under the Bhelupur zone there are **19 wards** and **Bhelupur and Nagwa** wards were selected for the sample mounting. There are total 3072 women entrepreneurs are recorded under District Industries Centre in Varanasi. 217 samples through proportional allocation method using Yamin's formula. The data were compiled through schedules and scales. Statistical analysis was done using the SPSS-16, descriptive statistics was used to attain facts about the respondents. The chi-square test was used to conclude the differences between different variables. If P is >0.05 means statistically insignificant, $P<0.05$ means statistically just significant, $P<0.01$ meaning statistically moderate significance was found and if $P<0.001$ means highest significance was found. Likert scale, ANOVA test was applied to test for differences of means between more than two groups at different probability levels in the present statistical analysis.

Summary

The important research findings of the study are given below according to the objectives.

1. The socioeconomic status and demographic profile of women entrepreneurs & their family.

The personal profile of the sample shows that the majority (92.1 percent) of the respondents were domicile of Uttar Pradesh state and native place of 80.1 percent of respondents is Varanasi. The present study discloses that more than fifty percent

(53.9 percent) of respondents were in the age group of 35 to 49 years, 95.8 percent from Hindu religion and around 85 percent General Caste living in a joint family (80.2 percent) with high literacy rates (52.8 percent) shown in table no. 10. Married (84.7 percent) majority of respondents was having 2 children, on second 25.6 were having 3 children and 58.1 percent had 6 – 8 members in the family. Cent percent of women were entrepreneurs, spouses's of 68.5 percent were in service with Rs. 10001 – Rs. 30000 salary per month, and HOF of 46.5 percent were earning below 10000 rupees per month.

81.1 percent were living in their own home and 90.3 had well constructed house. The socioeconomic status of the general caste (48.1 percent from upper middle SES) was higher than the other caste. 45 (63.4 percent) from OBC and 27 (67.5 percent) from SC/ST caste were also from upper middle SES.

Current study about caste also reveals that women of general caste were more involved in female entrepreneurship. According to the findings of the study, young women are not involved in entrepreneurship compared to other age groups and most respondents are associated with Hinduism, who was more active for women entrepreneurship.

2. The profile of the enterprise

49.3 percent of women started entrepreneurship in Varanasi from the year 2013 - 2018. More than half of the total respondents (51.1 percent) were the sole owners of the enterprise on their land (47.9 percent). 77.7 percent (94) of service sector was having micro enterprises and 86 (89.6 percent) of same sector were in small entrepreneurship. Most of the women started enterprise in service sector as they find it easy to handle (48.5 percent, in table no. 19) both enterprise and family. Among the respondents from service enterprise half of them taken loan to start the enterprise. In table no. 17 it evidently signifies that there is no significant role in association with the loan taken for classified enterprise, but statistically significant role was found for type of enterprise. Minimum amount of loan was Rs. 1000 and last till Rs. 2000000. Majority of women entrepreneurs 45.2 percent taken loan below Rs. 50000.

At the time of setting up the venture, 81 percent of the respondents took loans, indicating that 19 percent of the respondents had taken loans after the establishment of the enterprise, whether to expand for entrepreneurship or to furnish the enterprise. All the respondents (115) of the borrower had a habit of repaying the loan and three quarters of the respondents (78.3 percent) had repaid the loan successfully.

The occupational profile of the respondents shows that entrepreneurship has increased in last 5 years. Among the respondents from service enterprise half of them taken loan to start the enterprise

3. Entrepreneurial behavior of women entrepreneurs

91 percent of women were happy with the decision to become entrepreneurs. Its shocking to see that only 37 taken training prior to start the enterprise (table no 26) which gives an effect their managerial skill and they chose the option of an enterprise which does not require training and some (of 66.1 percent total 3.2 percent) said that they had a degree so training was not needed. The highly educated youth of the general caste is more eager to acquire training. As majority of them were not trained which led them to lag behind in the marketing and have a tendency to be weaker/poor to technologies and majority 31 percent of them opted to take training in these two areas most, after that quarter respondents willing to take training for technologies, and 17.4 percent in marketing (table no. 30). High significance was found between socioeconomic status and persons employed by women entrepreneurs in the enterprise. Despite having a low educational level or low social level, the respondents availed benefit of government schemes. Women entrepreneurs from micro enterprises indulged in service enterprise hired employees more in comparison to those who are in manufacturing enterprises. Lower middle class women entrepreneurs from low educational background know the importance of economic bread and butter for the family and they work hard to preserve their stability for the job and this might be the one reason to give preference to the female employees. They hire a skilled person and gives training (49.6 percent of 137) to their own, of small sector in the manufacturing enterprise. Highly educated young females from micro enterprise (75 percent of respondents) felt that the training programmes are fairly good to be updated but in spite of knowing the importance of training (82.2 percent) did not take training. In

today's world they still rely on contacts to promote their product, though they do advertisement, but only through pamphlet distribution via newspaper. By direct selling they establish their business in the market by improving the quality of the product in service enterprise and selling products on credit in manufacturing enterprises.

The entrepreneurial skill of women entrepreneurs needs to be uplifted as they still not good in marketing and technologies, which is the basis of any enterprise.

4. Problems at commencement of enterprise

According to the data, it was found that 84 percent of the respondents faced problems, mostly with young age (<30 years) and negligible significance for classification and type of enterprise. It is also noted that problems in business are mainly due to issues of raising finance. Lack of knowledge of government financing scheme was affected by respondents SES in all three groups. Lack of knowledge about government schemes for entrepreneurship, poor financial support from family, high interest rate of banks, delayed payment of bills, high cost material, and lack of machinery due to the financial crisis. Social acceptance is need of the entrepreneurship for the women entrepreneurship, male dominance can be handled easily by the support of the confidence in the women's ability as this can be counted in competition. The lack of confidence in the ability of women is seen highly (92.3 percent) in the lower middle SES (Table 79). It is not hidden that women are always for family care and in the tables 80 and 85 it is evident that women entrepreneurs living in joint families faced problems related to dual responsibilities, however, the same percentage was also seen for women entrepreneurs living in the nuclear family. The main aspect for which women entrepreneurs get through with all problems is 'entrepreneurship', and with the analytical calculation, it was found that problems related to business were high in all the respondents of the study area. Table number 84 shows that women have to face more problems in marketing and can be confirmed by table number 30 that 75 percent respondents want to take training in marketing, it shows that their entrepreneurship Skill is also weak. Among the samples complaint about the less leisure time was found to be high. Respondents of micro enterprises in service enterprises faced problems for higher competition in the

market. 51.6 percent of the respondents faced difficulties for government-run entrepreneurial schemes and found high in SC/ST caste in micro enterprises for the manufacturing enterprise as they had no knowledge about government support schemes (from table no. 90 & 91). Due to entrepreneurship, women have excelled in many areas as both monetary gains and non-monetary benefits, But they still take the help of family to solve the problems that come in the form of an entrepreneur.

This factor is identified through analysis that the problems related to marketing, entrepreneurial management, personal, social, family and finance affect women entrepreneurs, which are obstacles faced by the sample group. Therefore, it turned out that for women entrepreneurs in the district, raising capital is not an easy task.

5. Motivating factors of women entrepreneurs

It is clear from the table no. 93 that women are pushed into the entrepreneurship to fulfill the need of the family to support economically. Respondents of lower middle and upper middle SES were in major pressure to fulfill the need of family and upper SES were just supporting the family economically. Income generation for the family is the main motivating factor for which the family motivates women to become entrepreneurs by providing mental & financial support to start the enterprise, this statement is supported by table no. 95 & 96. Highly educated women said that education is giving strength to women entrepreneurship; according to SES all supported to the fact that success of women gives strength to women entrepreneurship. Women are born fighter in their own field, but in any case if they are not they can be made or they become. She started entrepreneurship in the specialized sector and suggested others to start in the same field as it can be operated on a smaller scale at home with greater profits and gives satisfaction to produce their own products. 66.7 percent highly educated middle aged women entrepreneurs from upper SES had knowledge about various government schemes for women entrepreneurial developments, but maximum of them knew about only one scheme. Skill India scheme and its functioning was known by majority of respondents i.e. 103 and 66, respectively. Of 135 only 85 stated that they know the processes all mentioned government schemes.

Conclusion

To conclude, the emergence of women on the economic scene as entrepreneurs is an important development in the emancipation of women and they have to secure a place in the society to which they are all entitled. The enterprise provides an alleyway of empowerment for many women. The hidden entrepreneurial ability of women is gradually changing with the increasing sensitivity of the role of society and the economic situation. But that aisle is very grim and there is peril in the path. A clear visualization is needed to dis- severance the obstacles in the pathway of women entrepreneurs, from the government, family, society and women themselves. From the study, most of women were pushed into the entrepreneurship out of choice. Women entrepreneurs want to earn money to help the family economically. The Government must campaign about entrepreneurial schemes with training in various fields for women in the district. When women identify their hidden traits, overcome their fright, frustration, subsequently achieving success in business, it is desired that the participation of women in economic activities would lead the country towards economic development.

Recommendations

To increase the status of women in society, women's participation in economic activities is essential. It becomes imperative for the government to frame policies that give them rights, roles and opportunities for their betterment. The government of India has reserved the lead role in including women into several opportunities of economic activities, like occupation movement, and women entrepreneurship promotion by framing distinctive programs.

1. Training organizations should be planned so that women can take full benefit of it. Family members do not like women going too far for training. That's why a mobile training center should be prepared.
2. Women enterprises fail due to lack of finance. Special cells can be opened in various public financial institutions and banks to provide easy finance to women entrepreneurs. These cells should be operated by female officers and clerks.
3. Women entrepreneurs get it difficult to capture the market and make their products popular. This problem is all the more serious in the case of service enterprises. To overcome such problems, women entrepreneurs should be provided incentives and support for setting up cooperative societies.

4. Lack of education causes low triumph and enthusiasm in women. Thus, the lack of education constructs complications for women in setting up and running enterprises. It is necessary to change negative social attitudes towards women. Need to know the elderly, the ability of girls/women and their proper role in the society. As long as the social attitude is not made positive, women entrepreneurs cannot make much progress.
5. Risk-taking is the essential requirement of a successful entrepreneur. Different risks and risk management measures taken by women entrepreneurs to succeed in the venture have been analyzed in the study. In identified risk factors, 'marketing risk' is the biggest risk and specifically the need to deal with the joint efforts of society and government.
6. Happy entrepreneurs make more money. Owners of a miserable or dissatisfied business often do not top their professional game. Therefore, the balance of work and life is very important in the lives of women entrepreneurs to achieve successful results from their enterprise.

Scope of future research

The present work will assist the planners and decision makers who are taken in the evolution of women entrepreneurs to review the existing policies and to make suitable suggestions. Established along the experience of the researcher the following significant subjects have been identified for an in depth study helps to undertake similar surveys in the areas indicated below:

1. A study on the impact of Government assistance to the women entrepreneurs
2. A study on women entrepreneurs in relation to micro-finance.
3. A comparative study of urban and rural women entrepreneurs.
4. A study on SC women entrepreneurs.
5. The impact of women entrepreneurs in traditional and modern industries can be identified and studied.
