

## **SUMMARY**

### **Introduction:**

The entrepreneur seeks “to reform or revolutionize the pattern of production by exploiting an invention or, more generally, an untried technological possibility for producing a new commodity or producing an old one in a new way, by opening up a new source of supply of materials or new outlets for products.” In India Women entrepreneurship is fastly becoming a hot topic of debate in a current scenario. Now day’s women entrepreneurs are increasingly being considered a vehicle for a faster economic growth and development. It is well known that today women constitute around half of total population of the world. In Indian traditional societies, they were confined to four walls of the houses performing different type of household activities like cooking food, nursing babies, doing other house old chores etc. Now with the change in time and society, women have started to come out of the four walls of house performing all sorts of activities including policy, academic, administration, as entrepreneur’s .Moreover they started plunging into industry and also running their enterprise successfully.

### **Research Problem:**

Women entrepreneurship is fastly becoming of research interest in recent years. Women entrepreneurs have to face a large number of problems including social, cultural and economic problems as compared to men. There are less number of research available related to middle class women entrepreneur and that too with the socio-cultural factors in India’s largest state UP. So this study was designed to know the impact of socio-cultural values and its diffusion (any changes) on the entrepreneurial performance of Indian middle class women entrepreneur in the metropolitan cities of Uttar Pradesh.

## **Research Methodology:**

The specific objectives of this research are given as under:

1. To study the social acceptance for women entrepreneur.
2. To study the socio-family factor for women entrepreneur.
3. To study the social legal factor for women entrepreneur.
4. To study the socio-organizational factor for women entrepreneur.
5. To study the cultural religious issues for women entrepreneur.
6. To study the traditional culture for women entrepreneur.
7. To study the organizational cultural issues for women entrepreneur.

To conduct a study one questionnaire was designed to know the perception of middle class women entrepreneur. On the basis of the questionnaire, a set of hypothesis was formulated and tested.

The reliability of the five point Likert scale used in the survey questionnaire was tested for internal consistency using the reliability coefficient Cronbach's alpha. The frequency and mean of response of consumers in the Likert scale was calculated. The quantitative data collected from respondents was analyzed using the Statistical Package for Social Sciences (SPSS). Chi-square was used for statistical data analysis.

## **Findings, Conclusions and Recommendations:**

**The findings are given as follows:-**

1. **Social Acceptance:** - Less than half of the respondents agreed on all the statements that there is a better social acceptance of women entrepreneurs in the society. Chi-square test shows that the calculated value which is 4.632 is less than tabulated value 5.086 so the null hypothesis is accepted. Thus, there is insignificant relation between age and social acceptance of women as entrepreneur.
2. **Socio-Family Factor:** - Less than half of the respondents agreed on all the statements that there is a positive socio-family factors existing in the society for women entrepreneurs. Chi-square value from chi-square test shows that the calculated value 18.930 which is less than tabulated value 21.945 therefore the null hypothesis is not rejected, that means it shows the significant relationship between age and social family factor of women entrepreneur.
3. **Social-Legal Factor:** - Around 40.5% are agree that Rights of women facilitate the functioning of Indian middle class women entrepreneur around Chi-square value from chi-square test shows that calculated value @ 95% of CI is 19.245 which clearly shows that the calculated value is less than the tabulated value therefore the null hypothesis is not rejected, so it shows clearly that there is insignificant relationship between age and social-legal factor of women entrepreneur.
4. **Socio-Organizational Factor:** - Less than half of the respondents agreed on all the statements that there is a positive socio-organisational factors existing in the society for women entrepreneurs. Chi-square value from chi-square test shows that calculated value @ 95% of CI is 19.147 which is clearly shows that that the calculated value is less than the tabulated value(26.3) therefore the null hypothesis is not rejected, so it shows clearly that there is

insignificant relationship between age and social-organizational factor of women entrepreneur.

5. **Cultural Religious Issues:** -Less than half of the respondents agreed on all the statements that there exist positive cultural religious issues in the society for women entrepreneurs. Chi-square value from chi-square test shows that calculated value @ 95% of CI (Class Interval) is 17.597 which clearly shows that the calculated value is less than tabulated value(26.3) therefore the null hypothesis cannot be rejected so it shows clearly that there is insignificant relation between age and cultural religious of women entrepreneur
6. **Traditional Culture:** -There is a mixed response regarding impact of tradition culture on women entrepreneurs.Chi-square value from Chi-square test shows that calculated value @ 95% of CI (Class Interval) is 21.33 which clearly shows that the calculated value is less than tabulated (26.3) value therefore the null hypothesis cannot be rejected so it shows clearly that there is insignificant relation between age and traditional culture of women entrepreneur.
7. **Organizational Cultural Issues:** Less than half of the respondents agreed on all the statements that there exist positive organisational cultural issues in the society for women entrepreneurs. Chi-square value from chi-square test shows that calculated value @ 95% of CI (Class Interval) is 31.23 which clearly shows that the calculated value is greater than tabulated value(26.3) therefore the null hypothesis is rejected so it shows clearly that there is significant relation between age and organizational culture issues of women entrepreneur.

The study trends shows that there is positive signs for the women entrepreneur especially in the state of UP changes or the woman of this state is more participative they have better roles and duties as entrepreneur and there is an positive impact on their entrepreneurial performance and that is all possible because now a day's people and society are changing and they are adapting themself and that is all possible because now a day's women are more educated, wants more independent status, wants to earn their won livelihood , more awareness in them and lots of growth opportunity they see as an entrepreneur and above all there are ample grants, schemes available for women entrepreneur at state and at center level.

The society are changing people are changing their mindset they are no more orthodoxy remain in the families, they are changing their self from conservative minds set to a modern thoughts. Religion ,color ,cast creed ,sex , orthodox view, patriarchal and traditional values are no more prevailing now a day's people are thinking above all these conservative thoughts they allow their daughter ,sister, daughter-in-law ,wives to go and work outside or to become entrepreneur.

Even the socio-cultural factors are minimizing in Uttar Pradesh region because the society and people attitudes towards women's is changing they are accepting women's as businesswomen's or owners.

There are ample opportunities are available for today for female entrepreneurs. This will allow them self-employed and also provide economic freedom so they can be at par with their male counterparts, during the research it is clearly found that the women entrepreneurs want to choose business as the most feasible option available to them to meet out their achievements or fulfill their desire.

The right kind of assistance or support from family, society, and Government can make the women entrepreneur one of the prominent entrepreneurial resources and they can contribute towards the economic and social development of the nation. Banks and financial institutions must come forward to support and motivate them to start the units, Women entrepreneurs should be provided with special training and development programs for developing their innovative instincts, the reserved, orthodoxy and conservative mind set should be changed. Household and other family members should shared household activities, fundamentals or radical changes are needed on school and college education level. Because at this level “women entrepreneurship cell” should be established so as to identify the potential in girl child to be an entrepreneur and opportunity should be provided accordingly and Rather than working individually women can involve in “Group Entrepreneurship” or women entrepreneurs cell or “Self Help Group” so if they are at one single platform they can stand each other problem and it will strengthening their business activity.