

## **SUMMARY AND CONCLUSION**

Women today form an active section of the society, involved in all sorts of functions and performing all kinds of duties, shouldering man at each and every stage. They are active partners in the development of the country and work for it. In fact, women constitute a vital part of the work force in any business establishment and even in industries. Now, they are joining those professions as well which were earlier considered to be the domain of males only. In a responsible manner, they share the burden of man.

Entrepreneurship is an art and to some person it is in borne or it may have to be developed which makes one successful in whichever enterprise she takes up and pursues to reach its Zenith. Economic development originates and fosters in relation to the strength and health of the local entrepreneurship and to the rate of its germination and generation.

With the advancement of science and technology nowadays, a certain amount of change regarding the gender responsibilities has come about. Not only the men, an increasing number of women have come up to participate in the economic activities of the nation. Although entrepreneurship and business in general have been male dominated for decades, the scene is rapidly changing. Women are not starting more business than they did previously but also starting them in non-traditional industries with ambitious plans for growth and profit. They have some strong points desirable and relevant for entrepreneurship development, like their ability to manage enterprise, dedication to work they take up, tolerance and kindness towards people. There is a

saying that women are more capable of facing risk and absorbing misfortunes than men.

Though equal status of women in the non-traditional sectors of the economy is allowed by the constitution of India and the laws have been made to prevent males dominating over women in the economic, social and political fields, the cultural setting has still restricted women in India to their traditional role. The development of women entrepreneurship can make a significant contribution in this respect. As they form the major part of the work force, they will solve the problems of unemployment when they become self-reliant and self-employment.

The emergence of women as a viable force on the economic scene as entrepreneur specially north east women is a significant development in the emancipation of women securing for them a permanent place in our society, a society that can serve at large by opening new vistas for the educated, unemployed, needy women and desirous women. In addition, the active association of women with economic enterprises should also usher in an era of clean business ethics. North East women take up entrepreneurship not only for the economic independence but also to gain freedom from subordination in the family. Business is the best occupation for women since it gives them a chance to apply their creativity, earn additional income for the family, maintain self-respect, flexibility of working hours, etc. They run mostly household industries like pickles, pappads, powders, detergents, tailoring, embroidery, forest based, and cottage industry like handloom and handicraft. Therefore, if more women are encouraged to start their own cottage

enterprises with minimum stake, it would help in making them self-sufficient and even contribute their might to the overall economic development of the country.

The study was conducted in two parts. Part 1 was the survey of 452 women entrepreneurs from both Manipur and Assam states. Part 2 was done by conducting intervention program i.e., entrepreneurship development program on 60 women entrepreneurs from Manipur state. The required data were collected using interview schedule.

The major findings of present study are as follows:

#### **Survey of Women Entrepreneurs**

#### **Background Information**

Majority of the women entrepreneurs from Assam State lived in rural area while majority of the women entrepreneur from Manipur lived in urban area.

Majority of the women entrepreneurs from both states Assam and Manipur were in the age range of 20-49.

Almost equal percent of the women entrepreneurs from both states Assam and Manipur lived in joint families as well as in nuclear families.

Majority of the women entrepreneurs from both states Assam and Manipur were married. Almost equal percent of the respondents were unmarried and only a negligible percent of women entrepreneurs from both states were widowed/divorcee.

Most of the women entrepreneurs from both states Assam and Manipur respectively lived in families consisting of 5-10 family members.

#### Socio-economic identification

Most of the women entrepreneurs from Assam and Manipur states were Hindus but women entrepreneurs from Assam states came under schedule tribe category while women entrepreneurs from Manipur states came under general category.

Most of the respondents from both states had married in their late twenties. While their husband had married in their late thirties

Majority of the respondents from both states were educated till matriculate-graduate.

The studies also revealed that majority of respondents husband/father from both the states were engaged in business.

Majority of the respondents from both the states had a family income as well as their husband/father income range from Rs 5000-10,000 before starting the their industries

The study also found that there was increase in family income of the respondents from both states after running their enterprise whereas there was not much significant change in income of their husband/father after the starting their business enterprise. Hence the study shows the less participation of husband/father in running their business enterprise.

Majority of respondents from both states Assam and Manipur spend between Rs 5000-10,000 monthly on family expenditure.

Majority of the respondent from Assam state set up their enterprise in kamrup district as most of the women were residing in kamrup district While majority of women entrepreneur from Manipur state set up their enterprise in Imphal West district as the women entrepreneurs were mostly residing in Imphal-West.

Majority of the women from Manipur states run tailoring and designing unit while almost similar percent of respondents from Assam and Manipur states run production unit.

Majority of the respondents both from Assam and Manipur states employed less than 5- 10 skilled employees in their enterprise while a very small percent of respondents from both states employed unskilled employees. Out of small percent of family member from both states Assam and Manipur engaged in their business unit were mostly female members of the family.

The average hours spent by an entrepreneur in the business is an indicator of how committed she is in the business. The study found that majority of the respondents from both states spent between 5-10 hours in a day in running their enterprise.

A high percent of respondents from Assam state were reluctance to disclose their previous experience while majority of respondents from Manipur state had got their business experience from their previous employment.

Most of the women entrepreneurs i.e., 34.5 percent from Assam state and 27.0 percent from Manipur state had not participated/attended any training program

It is heartening to note that almost all the family from both states Assam and Manipur support the respondents managing their

enterprise. Financial and moral supports were the main type of support given by the family. Administrative assistance was given only negligible 0.4% of the families and 8% physically worked in the organization .this indicates that apart from financial and moral support the respondents worked independently.

Positive co- relation exists in initiating idea to start business to entrepreneurs in both the states viz. Assam and Manipur.

The reason for starting an enterprise differs between women entrepreneurs in Manipur and Assam, while majority of respondents from Manipur become entrepreneur to improve the family income, on the contrary majority from Assam stated that they wanted to be independent and have their own business. The pattern of distribution is found to be statistically significant as witnessed by  $\chi^2$  -test ( $P < 0.01$ ) at 1% level of significance. This test statistically highlights that reason for becoming entrepreneur is not homogeneous in both states of Assam and Manipur.

Majority of respondents from both the states Assam and Manipur had started their business as a full time occupation in order to supplement their family income.

Most of the women i.e., 37.6 percent from Manipur state and 11.1 percent of women from Assam got ideas to start business enterprise from training program which they attended. Friends, husband and relative were the other source of inspiration to start their business enterprise according to respondents from both states Assam and Manipur. Positive co-relation exists in initiating idea to start business to women in both states viz. Assam and Manipur.

The study found that most of respondents i.e., 24.6 percent from Manipur state and 16.8 percent of respondents from Assam state received managerial advice from their family member in setting up their business enterprise. The pattern of distribution is found to be highly significant as observed by  $\chi^2$  -test ( $P < 0.01$ ) at 1% level of significance. Thus the test statistically highlights that the distribution of entrepreneurs according to source of managerial advice at start of business is not homogeneous in both states of Assam and Manipur.

Majority of the respondents from both states Assam and Manipur were able to manage with their own income while running their enterprise. Most of respondents from both states Assam and Manipur had self financed their enterprise and almost all the respondents from both states does not receive any financial support from any financial institute.

30.8 percent of the respondents from Manipur state and 10.7 percent of the respondents from Assam state started their business with an initial investment of 10,000-50,000 indicating that they started in a small way and the women did not want to risk more by investing more.

Most of the respondents from both states Assam and Manipur were desired to take bank loan but had not taken due to lack of information and knowledge regarding loan and not eligible for taking bank loan, due to various reason.

Majority of the respondents from both the states set their business plans with the assistance from family members. Relatives and friends were the others source of assistance in setting their business plans for both the states and majority of the entrepreneurs from both the states

checked/updated their business plan by themselves to meet the market requirement.

Marketing of their products were done in local market where they had their venture by the respondents from both the states. Women entrepreneurs from both the states Assam and Manipur also marketed their products in and national market.

Majority 28.1 percent of the women entrepreneurs from Manipur state had a monthly income range from 10,000-20,000 from their business and spend Rs 10,000 to 20,000 monthly for managing their enterprise and 23.7 percent of respondents from Assam had monthly income of less than 10,000 from their business enterprise and spent monthly amount of Rs less than 5000 on their business.

Almost all the respondents from both the states Assam and Manipur had not attended any training program after establishing their business. Majority 51.1 percent of the respondents from Manipur were not the member of any organization but on the contrary majority of respondents from Assam were the members of the many different organization connected with entrepreneurship.

#### Attitude towards business unit

Majority of the respondents from Manipur state did not face much difficulty in achieving success in their business on the contrary, women entrepreneurs from Assam state found much more difficult than they expected before achieving success of their business.

Hard working and self confidence were the main qualities require for a successful entrepreneur, according to majority of respondents from both the places. Determination and dedication, Experience and Good

management were the other qualities contributing to success of enterprise.

Financial support was the important requirement for starting the entrepreneur according to the respondents from both the states. Majority of the women entrepreneur from Manipur felt family support was an important requirement for starting a business. Willingness to work hard and experience were the others required needed for running a business according to the respondents from both the states.

Majority of the women entrepreneurs from Manipur opined that communication and planning was the necessary managerial skills for an entrepreneur. Others necessary managerial skills for an entrepreneur according women entrepreneur from Manipur state were leadership skills and good management. In the opinion of 19.0 percent of respondents from Assam state felt all the listed managerial skills such as leadership skill, communication and planning and good management were necessary managerial skills for an entrepreneur.

Equal percent of women entrepreneurs from Assam state got less profit than they expected as well as more profit than they expected. Majority of the respondents from Manipur had got the profit as anticipated by them before starting the business.

Growth of business and employment generation were the main goals given by women entrepreneurs in Manipur, while income generation, employment generation, quality of product, saving of market were goals that were given almost equal importance by Assam women entrepreneurs.

Majority of the women entrepreneurs from Manipur state felt that their level of success achieved was 50-60 percent. According to 19.9

percent of the women entrepreneur from Assam state stated that their level of success achieved is more than 60 percent. The distribution of entrepreneurs according to their level of success achieved is not homogeneous in both the states Assam and Manipur.

Majority of women entrepreneurs from Manipur and Assam opined that finance was the main problem faced by them. Lack of manpower, fluctuating market, irregularity of supply of raw material and insufficient family support, were the other personal problems faced by women entrepreneurs.

Lack of technology, poor management absenteeism, labour problem, poor account keeping and pilferage were the internal problems facing in the unit according to the respondents of both the states Assam and Manipur.

Majority of the women entrepreneurs from Assam and Manipur states opined that poor transportation facilities were external problem facing in the unit. Irregular power supply, lack of quality control, stiff competition, wastage and too many middle men were other external problem facing in the unit by the women entrepreneurs.

The annual turnover percent of the women entrepreneurs from both the states Assam and Manipur shows that most of the respondents rated themselves successful on the criteria of increase in turnover, increase in profit and personal satisfaction.

It is interesting to note that while majority of respondent from Assam and Manipur stated that goals hard work and good managerial capacity were the personal factors contributing to success of business. Self determination, maintain good quality work and good communication

were also an important personal factor contributing to success of an enterprise.

Political instability, community unrest, bandh, blockade, irregular power supply, lack of proper marketing facilities, negligence of paid labours, insufficient financial support and mechanism were the main factor responsible for failure of an enterprise managed by women entrepreneurs.

### Expectation of Business Unit

Almost all the women entrepreneurs from Assam and Manipur wanted to expand their business unit. Majority of the women entrepreneurs from Manipur state wanted to increase the employee and manpower. 17.9 percent of the respondent from Assam desired to increase equipment and infrastructure. The pattern of distribution is found to be highly significantly different as witnessed by  $\chi^2$  -value ( $P<0.01$ ) at 1% level of significance.

### Intervention Program

#### Pre- Intervention program

Majority of the respondents were undergraduate, unmarried and in the age range of 21 to 40

Almost all the respondents were lived in joint family and had a monthly income range from Rs11, 000-Rs15, 000

Majority of the respondents were not able to balance income and expenditure from their monthly income

Main option for most of the respondents was reducing expenditure to balance income and expenditure.

Majority of the respondents had not plans of starting an enterprise  
Lack of finance and support from family were the main reason for not starting an entrepreneurs

Main reason for desirous to start an enterprise was to supplement the family income, want to independent and want to create something.

Most of the women were not aware of EDP

A very small percent of women who were aware of EDP got information about EDP from newspaper, friends, ex-trainee and audio-visuals advertisement.

Risk-taking, self-confidence, hard-working and hope for success were the special qualities necessary for an entrepreneur according to women.

Family support, money and customer were pre-requisites to start a business according to the women

Main managerial skill according women were communication skill, risk taking, administration and leadership skill.

Majority of the women were not aware of financial support given by the Government

Most of the women were expecting to learn marketing and management skill

## Post Intervention

Most of the women opined to balance their income by increasing their income and supplementing in their income. Post Intervention shows the wider view of knowledge given by EDP

Majority of the women were willing to start their own venture. This could be attributed to proper information disseminated in the program  
Similar reasons were given by the respondents for desirous to start an enterprise.

Cent percent of the women were aware of EDP. It can be concluded that proper information is important to motivate an aspiring entrepreneurs

Varied opinions were given on special qualities necessary for an entrepreneur. It shows that EDP helps a person to get a wider perspective on entrepreneurship

The difference in opinion given by the women regarding managerial skills after Intervention Program heighted indicating that intervention program gives a broader knowledge to trainee

Cent percent of the women were aware of financial support given by the Government.

Post-Intervention shows almost all the women had learnt planning, administration, marketing, management and communication.

Majority of the women were satisfied about the guidance given by the experts at the training program. Only 5 percent of the respondents were not satisfied about the guidance given by the experts

It is heartening to note that Cent percent of the post-Intervention respondents felt that EDP would be helpful to the prospective entrepreneurs.

## **Conclusion**

Based on the result of the study the following conclusion can be draw.

- The main motivating factors for women from Assam and Manipur to become an entrepreneur were to be self employed, to improve family income and to generate employment.
- The respondents from both the states were of the opinion that self confidence, hard work, determination, dedication and good managerial capacity were the essential qualities needed to be successful entrepreneur.
- Majority of the respondents from both the states faced many problems in running their enterprise with financial problems being the main problem. Fluctuating market, lack of man power and irregular supply of raw materials were the others problem faced by them.
- Lack of technology, poor management, improper account keeping were the internal problems faced by women entrepreneurs from both Manipur and Assam. Poor transportation, lack of quality control, irregular power supply and stiff competition were external problem faced by both groups of the respondents. The study reveal that there is no difference in the problems faced by the women entrepreneurs of Manipur and Assam
- Growth of business and employment generation were the main goals set by women entrepreneurs of Manipur. While income and employment generation were the importance

entrepreneurial goals stated by women entrepreneurs in Assam.

- Women entrepreneurs from both the states got moral support from family members in running their enterprise. Financial supports and manpower were the other form of support that women entrepreneurs got from their families.
- Hard work and experience were the main personal factor contributing to the success of business of women entrepreneurs in both the places. Good managerial ability and quality work where the other factors contributing to the success for women entrepreneurs in Manipur, while self determination, quality work and good communication were the contributing factor for success to women entrepreneurs from Assam.
- Most of the women entrepreneurs from both the states were satisfied with the running of their business.
- The result of pre and post intervention reveals that with proper information dissemination training and guidance, women can be motivated to start and manage entrepreneurial ventures. Hence it can be concluded that Entrepreneurship Development Program is essential to encourage and build confident in women to be successful entrepreneurs.

## **Recommendations**

For a further research perspective the following recommendations are offered:

- As research was restricted to Manipur and Assam, an in-depth study on profile of women entrepreneurs in different states of the country could be done.
- A study on facilities available for women entrepreneurs in North East Region could be undertaken.
- The study also recommends an action program for entrepreneurship development for each individual states of North East Region.
- A study on role of NGO in motivating women entrepreneur could be done.

Few suggestion are offered for which may be serve as handy information to all concerned and promote women entrepreneurs of the North East Region:

- Raw material should be made available at a reasonable price and regularly to the entrepreneurs
- As a part of EDPs training, the institution could associate with successful entrepreneurs who can serve as role model for motivating women to venture into entrepreneurship.
- Banks and others financial institutes could extend support to potential women entrepreneurs by financing and guiding them in their venture.