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WOMEN ENTREPRENEURSHIP DEVELOPMENT IN INDIA: ISSUES AND CHALLENGES

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ABSTRACT

The study finds out that nature and problems of human resources development in rural area is different from that of urban area. Improved utilization of human resources in rural areas requires expansion of regionally appropriate subsidiary activities and adjunct infrastructure as necessitated by the modern economic growth and trend of modernization. In this context, program aiming at providing employed opportunities, asset building, augmentation of income, formation of skills plays an important role. The problems faced by the women entrepreneurs are not peculiar to it; they are the results of the general socio-economic and political change of the day. Adopting appropriate technology has enabled direct and positive impact, and gives the requisite infrastructure and institutional framework for employment generation. The new program, which are introduced for promoting employment opportunities assume path breaking and ameliorating form. In the absence of this program the situation of the poor would have deteriorated, adequate awareness building and education has not been given due importance. Encouraging women entrepreneurship would empower them to be self-employed. In this, a separate cell specifically intended for the self-employment scheme has to be created not only at the macro level but also at the local levels. This cell will be responsible for appraisal of the projects, inspection and follow up action, technology generation, extension, market surveys and identification of prospective entrepreneurs in the given region. This would guarantee employment for the women.

KEYWORDS

women entrepreneurship development, India.

INTRODUCTION

Occupation and the education level is the major factor determining the socio economic status of women, which is different for those in developed and developing countries. The age composition of the female labour force has changed and there has been a shift from agricultural to industrial occupation and to the service sector, white-collared jobs. The various theoretical explanations for the working women phenomena show that the causes of the changing role of women are the effects of the market. Traditional economic analysis tended to make a large proportion of women's work invisible because economic activity was directly or indirectly associated with the market. Women's economic activities were undervalued as a result of viewing the market as the central criterion for defining 'economics'. The new household economics applied market oriented criteria to time allocation, the division of labour and individual choices regarding labour force participation, thereby underlining the economic significance of household production and women's work together with the gendered views of the proper role of men and women in society resulted also in the traditional undercounting of women's economic activities.

Women constitute half the human resource potential available for economic activity. They perform multiple productive roles. In developing countries large proportion of female participation is seen in agriculture and allied activities. In the industrial sector, women constitute an average of 27 per cent of the industrial task force in developing countries. The role of women in productive activities in our country has been increasing over the years. The female work participation rate was 15.92 per cent in 1971. Women constitute 31 per cent of the adult labour force in India as stated by the Economic Survey (2000-2001), which has further increased in the recent years.

Due to historical reasons women's have been invisible, but it has been realized that they are also equally potentially. Educating and giving opportunities in various fields of activities would empower them. Among the literates, employed in urban sectors, lack of entrepreneurial, managerial, risk-taking skills are constraints to improve competitiveness. Therefore, although women labour force constitutes an important component of human resource, their utilization is constrained by many factors. To achieve the gender equity task, there is a need to treat the problem with various dimensions; some of them can be attended at short time and some other may require long time. There is a need to analyze the following research questions in relation to economic empowerment of women. What is the economic rationality of discussions on gender issues? What is the potential and size of the available women labour force in different sectors in India? What role women play in ISB sector? What is the role of government and civil society organizations in women empowerment? Analysis of these issues will have to be made taking care of regional disparities, sectoral (rural-urban) differences and policies and programs of government and non-government organizations. The discussions on these issues would give a framework for better understanding the role of women in economic development.

OBJECTIVES AND METHOD

Aim of this paper is to analyse the economics of women entrepreneurship and to examine their performances. The specific objectives of the study are,

1. To examine the organisational and motivational factors of women entrepreneur in ISB sector.
2. To analyze the employment and income effects of women enterprises in the grass root level.
3. To evaluate performance of sales, profit, investment capacity, labour and capital productivities through scaling techniques.

Performance of enterprise is evaluated in terms of profitability and productivity ratios. Profitability ratio – profitability in relation to investment and profitability in relation to sales helps to classify measure and assess the performance of an enterprise.

$$\text{Profit Ratio} = \frac{\text{Profit after tax}}{\text{Total sales}}$$

$$\text{Labour Productivity} = \frac{\text{Total product}}{\text{Total number of employees}}$$

$$\text{Capital Productivity} = \frac{\text{Total product}}{\text{Total fixed investment}}$$

Further, performance indicators such as turnover, decision making capacity, risk taking capacity, profits are analysed using appropriate indicators in the study area.

Dakshina Kannada (DK) is an emerging industrial area of Karnataka state of South India which has five nationalised banks emerged and it has listed in smart city scheme for the development wherein the emergence of women entrepreneurs has been further reinforced by the factor that the proportion of female-headed households in the region is very high. A sample of 50 each for urban and rural areas has been selected for the study of D.K district.

RESULTS AND DISCUSSION

The women entrepreneur's establishment is identified with an individual who has ownership interest and exercises decision-making power and performs entrepreneurial function of risk taking. Risk taking and entrepreneurial capabilities are interlinked and varies according to location and enterprises. Entrepreneurial capabilities are measured in terms of investment, sales, profit and productivity. The factors affecting risk-taking behaviour will have different levels of influence like Investment levels (1 lakh, 1-2 lakhs, etc.) and labour levels (manually related or unskilled, partly technically related and partly manual or unskilled and technically related or skilled including technical and managerial labour).

An attempt is made to evaluate the performance of enterprises run by women as to the degree of entrepreneurship. By way of criteria rating matrix, the above factors are evaluated as high, medium and low entrepreneurial performance of women enterprises in the Industry, Service and Business (ISB) sector both in the urban and rural areas compared with performance indicators.

Improved utilization of human resources in rural areas requires expansion of regionally appropriate subsidiary activities and adjunct infrastructure as necessitated by the modern economic growth and trend of modernization. In this context, program aiming at providing employed opportunities, asset building, augmentation of income, formation of skills plays an important role.

The problems faced by the women entrepreneurs are not peculiar to it; they are the results of the general socio-economic and political change of the day. Adopting appropriate technology has enabled direct and positive impact, and gives the requisite infrastructure and institutional framework for employment generation. The new program, which are introduced for promoting employment opportunities assume path breaking and ameliorating form. The PMRY along with other self-employment programs belong to this category. In the absence of this program the situation of the poor would have deteriorated, adequate awareness building and education has not been given due importance. Encouraging women entrepreneurship would empower them to be self-employed. In this, a separate cell specifically intended for the self-employment scheme has to be created not only at the macro level but also at the local levels. This cell will be responsible for appraisal of the projects, inspection and follow up action, technology generation, extension, market surveys and identification of prospective entrepreneurs in the given region. This would guarantee employment for the women.

The education-wise distribution of the sample women entrepreneurs indicates that majority of them are graduates, accounting for 45.5 per cent. In the urban area, the proportion of graduate level is 49.2 per cent and postgraduate level is 3.0 per cent. Training is one of the determinants of entrepreneurial performance. Large proportions of women entrepreneurs have undergone training before taking up their venture. About 72.5 per cent of the women entrepreneurs in industry, 89.0 per cent in service and 89.1 per cent in business have undergone training and only 10.9 per cent of the women entrepreneurs did not have any training when they started the enterprise.

TABLE 1: AGE-WISE PROFILE OF WOMEN ENTREPRENEURS IN THE ISB SECTOR

Group	Total No. of Units	Average Age in Years	Educational Qualification					Training		Location	
			Secondary Level	Post Secondary Level	Graduate	Post Graduate	Technical Education	Yes	No	Industrial Estate	Non Industrial Estate
Urban < 2 years	5	28.7	-	7.7	69.2	-	23.1	92.3	7.7	-	100.0
2-5 years	30	29.8	25.8	18.2	36.4	6.1	13.5	81.8	18.2	3.0	97.0
> 5 years	15	35.3	12.2	12.2	63.4	-	12.2	75.6	24.4	1.2	87.8
All	50	31.5	18.3	15.0	49.2	3.0	14.2	89.2	10.8	5.8	94.2
Rural < 2 years	5	29.2	25.0	37.5	37.5	-	-	100.0	-	-	100.0
2-5 years	30	31.1	25.0	28.9	34.6	-	11.5	94.2	5.8	-	100.0
> 5 years	15	36.2	15.0	30.0	55.0	-	-	70.0	30.0	-	100.0
All	50	32.2	22.5	27.5	40.0	-	10.0	88.8	11.2	-	100.0
Overall	100	31.8	20.0	20.0	45.5	2.0	12.5	89.0	11.0	3.5	96.5

Achievement motivation has been considered as an urge to improve oneself in relation to a goal. It is the disposition to strive for satisfaction derived from success in competition with some standard of excellence. Ambitions are goal statements concerning future levels of achievement. These can be regarded firstly, as an individuals concept of future prospects and secondly, as a form of self-motivation. Various ambitions are listed in table-2.

For the entire sample, self-realization becomes the major motivational factor at 33.5 per cent followed by expectation of higher standard of living at 29.0 per cent, dissatisfaction with earlier jobs at 13.0 per cent, gaining financial independence at 11.0 per cent, continuing in family business at 7.5 per cent and making a record of successful achievements at 6.0 per cent. In the urban area, self-realization is ranked high at 33.3 per cent followed by expectation of higher standard of living at 26.6 per cent, dissatisfaction with earlier jobs at 14.2 per cent, continuing in family business and gaining financial independence each at 9.2 per cent, and making a record of successful achievements at 7.5 per cent. In the rural area, self-realization is ranked high at 33.7 per cent closely followed by expectation of higher standard of living at 32.5 per cent. Dissatisfaction with earlier jobs at 11.3 per cent, gaining financial independence at 13.0 per cent, continuing in family business at 5.0 per cent and making a record of successful achievements at 3.8 per cent are the other major motivational factors.

TABLE 2: AGE-WISE MOTIVATIONAL FACTORS AMONG WOMEN ENTREPRENEURS

Group	Total No. of Units	Continuation of Family Business	Financial Independence	Self-realization	Expectation of Higher Standard of Living	Dissatisfaction with Earlier Jobs	Record of Successful Achievements
Urban < 2 years	5	15.4	23.0	30.8	30.8	-	-
2-5 years	30	9.1	1.5	36.4	28.8	15.1	9.1
> 5 years	15	7.3	17.1	29.3	21.9	17.1	7.3
All	50	9.2	9.2	33.3	26.6	14.2	7.5
Rural < 2 years	5	-	12.5	25.0	62.5	-	-
2-5 years	30	5.8	11.5	38.5	26.9	13.5	3.8
> 5 years	15	5.0	20.0	25.0	35.0	10.0	5.0
All	50	5.0	13.7	33.7	32.5	11.3	3.8
Overall	100	7.5	11.0	33.5	29.0	13.0	6.0

The cost of the project refers to the capital expenditure incurred in undertaking the proposed investment project. The project cost for industry, service and business sectors have been estimated.

The average project cost for the entire sample is Rs. 1.19 lakhs, which is much higher in the urban area at Rs. 1.35 lakhs and lower in rural area at Rs. 0.95 lakh. In the urban area, the average project cost is high in above 5-year category and is low in the less than 2-year category at Rs. 0.76 lakh. Of the average total project cost, the proportion of institutional loan is Rs. 0.88 lakh and the borrowed funds are Rs. 0.10 lakh. About 74.0 per cent of the average total cost is borrowed from the institutional sources and about 8.4 per cent is borrowed from other sources like relatives and friends. Own funds constitute about 17.6 per cent.

EMPLOYMENT EFFECT

Table-3 presents the employment per unit, percentage of male and female employment and also the percentage of hired and family labourers. In the industrial sector the average employment per unit is 3.8, which is higher in the urban area at 4.08 and in the rural area it is 3.29.

Of the total employment, the share of female labourers is 56.6 per cent and that of male labourers is 43.4 per cent. The proportion of male labourers is higher in the rural area at 54.3 per cent and lower in the urban area at 38.7 per cent, whereas the proportion of female employment is high in the urban area at 61.3 per cent and low in the rural area at 45.7 per cent.

TABLE 3: AGE WISE EMPLOYMENT EFFECT

Group	Total No. of Units	Employment Per Unit	Male	Female	Self	Hired	Family
Urban	5	2.46	32.5	67.5	40.7	43.9	15.4
< 2 years							
2-5 years	30	2.51	23.9	76.1	39.8	47.0	13.2
> 5 years	15	3.67	37.9	62.1	27.2	63.8	9.0
All	50	2.91	30.9	69.1	34.4	53.9	11.7
Rural	5	1.75	22.9	77.1	57.1	42.9	-
< 2 years							
2-5 years	30	2.06	34.0	66.0	48.6	39.3	12.1
> 5 years	15	3.00	46.7	53.3	33.3	51.7	15.0
All	50	2.26	39.8	60.2	44.2	43.8	12.0
Overall	100	2.65	34.0	66.0	37.7	50.6	11.7

The share of self-employment in the industrial sector is 26.3 per cent, hired labourers are 59.9 per cent and family member is only 13.8 per cent. Percentage of hired labourers is higher in the urban area at 62.3 per cent than in the rural area at 54.3 per cent while the percentage of family labourers is high in the rural area than in the urban area. In the urban area the employment per unit is high in the above 5-year category and low in the 2-5 year category. In the rural area, the employment per unit is high in the above 5-year category and is low in the below 2-year category. Percentage of female labourers employed is high in the urban area compared to the rural area. In contrast, percentage of male labourers employed is more in the rural area when compared to the urban area. Hired labourers account for 62.3 per cent in the urban area and 54.3 per cent in the rural area.

In the service sector, the average employment per unit is 2.31. In the urban area it is 2.57 and in the rural area it is 1.98. The proportion of female labourers account for 72.4 per cent and male labourers is only 27.6 per cent. The share of self-employment is 43.2 per cent that of hired and family labourers is high in the urban area. The employment per unit is high in the above 5-year category both in urban and rural areas and increasing with the age of the unit.

In the business sector, the average employment per unit of labour is 2.45 in the urban area it is 2.62 and in the rural area it is 2.19. In this sector, the share of male labourers is 32.6 per cent and that of female labourers is 67.4 per cent. The share of male labourers is low in the urban area at 29.2 per cent and high in the rural area at 39.1 per cent, whereas the share of female labourers is high in the urban area at 70.8 per cent and low in the rural area at 60.9 per cent. The share of total hired labourers is about 46.7 per cent, self-employed is 40.7 per cent and employment of family members is 12.6 per cent. The share of hired labourers is higher in urban area at 50.6 per cent and lower in the rural area at 39.1 per cent. Both in urban and rural areas, the average employment per unit is high in above 5-year category and increases with the age of the unit.

In both urban and rural areas, the percentage of female labourers is low in the above 5-year category and the percentage of hired labourers is high in the above 5-year category. The average employment per unit is high in industry at 3.8, followed by business at 2.45 and service sector at 2.31. The share of female labourers is higher in the service sector at 72.4 per cent, followed by business sector at 67.4 per cent and industrial sector at 56.6 per cent. The share of hired labourers is high in the industrial sector at 59.9 per cent, followed by business sector at 46.7 and service sector at 46.5 per cent. Percentage share of self-employed is high in the service sector at 43.2 per cent followed by business sector at 40.7 per cent and industrial sector at 26.3 per cent. This indicates that service and business units hardly employed outside labourers as themselves mostly performed the activities with the help of family members.

The average employment per unit for the entire sample is 2.64. In the urban area it is 2.91 and in the rural area it is 2.26. The share of female employment is 66.0 per cent out of which male labourers form 34.0 per cent. The share of female labourers is high in the urban area at 69.1 per cent and low in the rural area at 60.2 per cent, whereas the share of male labourers is higher in the rural area at 39.8 per cent than in the urban area at 30.9 per cent. The share of hired labourers is 50.6 per cent, self-employed is 37.7 per cent and family labourers is 11.7 per cent. The share of hired labourers is high in the urban area at 53.9 per cent compared to rural area at 43.8 per cent. The share of self-employed is higher in rural area at 44.2 per cent compared to the urban area at 34.4 per cent. In both urban and rural areas the average per unit employment is high in the above 5-year category and increases with the age of the unit.

PERFORMANCE

Profit performance is very essential to run the units in the long run. The effort of an entrepreneur is to earn adequate profit and recover the amount invested in the project. Therefore, profit performance is the life energy, which gives a sustained and prolonged life to the units and encourages growth, development, innovation and total promotion of the unit. It is essential not only from the entrepreneur's point of view but also from the national point of view. Considering the social and economic capabilities of an enterprise, the unit needs to be managed with efficiency and competency so that the capital invested on the project provides reasonable returns to satisfy both the entrepreneur and the financial institution.

The influence of the levels of risk taking on the levels of performance of women enterprises is evaluated with reference to rate of return on investment, profit rate, capital and labour productivities is analyzed in terms of their relative association according to the age of the unit.

Rate of return on investment is an important area of profit performance in small enterprises. Every investment made on the asset needs to produce reasonable returns. Owing to the financial significance of the high investment involved in an enterprise, the emphasis is more on the timely return on investment. This demands high risk taking behavior from the entrepreneur in order to achieve viable results, consequently leading to frequent changes and innovations in the technical arena.

Products are planned and developed to serve markets. Product planning is the process of developing and maintaining a portfolio of products, which will satisfy defined customer needs and wants, maximize profitability and make best use of the skills and resources of an enterprise. Demand for products in the market indicates a positive sign of better profit performance. Normally, in small enterprises, selling price is quoted on the basis of the market demand for the product. Products that have high demand in the market yield high profits than products that have less demand.

Table-4 describes the performance in the industry, service and business sectors. In the industry sector, the rate of return on investment is about 27.89 per cent. The rate of return on investment in the urban area is 28.7 per cent. It is high in the urban area compared to the rural area accounting for 25.35 per cent.

TABLE 4: PERFORMANCE OF WOMEN ENTERPRISES

Sector	Rate of Return on Investment (in percentage)	Profit Rate (in percentage)	Capital Productivity (per rupee)	Labour Productivity (in '000 Rs.)
INDUSTRY (Total)	27.89	18.76	1.49	1.07
Urban	28.71	19.02	1.51	1.11
Rural	25.35	17.94	1.41	0.93
SERVICE (Total)	41.87	28.15	1.49	1.07
Urban	44.44	29.13	1.53	1.13
Rural	35.95	25.82	1.39	0.95
BUSINESS (Total)	25.12	18.06	1.39	0.95
Urban	26.52	18.54	1.43	1.02
Rural	22.09	16.90	1.31	0.78

In the service sector, the rate of return on investment is 41.87 per cent. The rate of return on investment in 43.3 per cent of the units in the urban area is 44.44 per cent. It is high compared to the rate of return on investment in 35.7 per cent cases in the rural area, which 35.95 per cent.

In the business sector, the rate of return on investment is 25.1 per cent. It is high in the urban area accounting for 26.5 per cent in 38.2 per cent of the cases and low in the rural area accounting for 22.1 per cent in 33.3 per cent of the cases.

For all the three sectors, urban units have a high performance ratio in relation rate of return on investment compared to rural units. Among the three sectors, the profit performance in relation to investment in the service sector is high followed by industry and business sectors. The profit performance of the service sector is due to the higher age of the enterprise.

Certain service enterprises show high rate of return and some of them are tailoring; fashion designing and beauty parlors, have low investment and high sales turnover. Hence, their rate of return is at a high level compared to industry and business. In the case of industry sector, due to advance in technology, the capital assets of paint and plastic enterprises are on the increase. These enterprises have less number of labourers, and production capacity is at a moderate level. These enterprises are not able to obtain high sales turnover. Hence their rate of return is at a lower level. In the case of business enterprises, the age of these enterprises is small. Hence, their rate of return is also small. Industry, service and business enterprises in the rural area show a lower rate of return. This is due to the age, low investment and low sales turnover of certain enterprises like food and beverages, tailoring soap manufacture and general stores. Hence, their rate of return is at a lower level compared to the urban area.

Service enterprises show better profit rate when compared to the industry and business enterprises. In all the three sectors, urban units show better performance in terms of profit rate than the rural units. Capital productivity and the labour productivity is also high in industry and service sector than the business sector.

Among the three sectors, service sector has high level of performance in relation to rate on investment, profit rate, capital and labour productivities followed by industry and business enterprises. The higher level of performance of service sector is because the demand for the service is less sensitive to economic fluctuations than the demand for the goods. Service firms have more flexible to device a new product development process that suits their distinctive circumstances. Services are separately identifiable, intangible activities and in recent years the service environment is changing bringing with it a focus on increasing productivity and measuring customer satisfying performance. New techniques have opened new service fields. Technological advances have brought automation and other industrial features to former hand-labour service industries, and hence the higher level of performance.

Major findings of the study can be summarized as,

- The average number of employment per unit for the entire sample is 2.65. The share of female employment is 66.0 per cent. The share of hired labor is 50.6 per cent, self-employed is 37.7 per cent and female labor is 11.7 per cent.
- The overall growth rate of sales turnover per annum is 14.56 per cent. Profit rate is 22.39 per cent and fixed asset is 6.74 per cent.
- In employment generation, income and sales turnover, urban enterprises do slightly better than rural in ISB sector.
- Rate of return in the beginning and now when compared in ISB, in urban area increase is from 22.06 per cent to 32.02 per cent whereas in rural area 16.07 per cent to 26.32 per cent.
- Rural enterprises, in 'beginning and Now' comparison show better perform.
- Among the three sectors, service sector has high level of performance in relation to rate on investment, profit rate, capital and labour productivities followed by industry and business enterprises.
- For guaranteed employment of women, imparting entrepreneurship skills through appropriate training is important.

CONCLUSION

Nature and problems of human resources development in rural area is different from that of urban area. Improved utilization of human resources in rural areas requires expansion of regionally appropriate subsidiary activities and adjunct infrastructure as necessitated by the modern economic growth and trend of modernization. In this context, program aiming at providing employed opportunities, asset building, augmentation of income, formation of skills plays an important role.

The problems faced by the women entrepreneurs are not peculiar to it; they are the results of the general socio-economic and political change of the day. Adopting appropriate technology has enabled direct and positive impact, and gives the requisite infrastructure and institutional framework for employment generation. The new program, which are introduced for promoting employment opportunities assume path breaking and ameliorating form. In the absence of this program the situation of the poor would have deteriorated, adequate awareness building and education has not been given due importance.

Encouraging women entrepreneurship would empower them to be self-employed. In this, a separate cell specifically intended for the self-employment scheme has to be created not only at the macro level but also at the local levels. This cell will be responsible for appraisal of the projects, inspection and follow up action, technology generation, extension, market surveys and identification of prospective entrepreneurs in the given region. This would guarantee employment for the women.

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