

SOCIO ECONOMIC CONDITIONS OF WOMEN ENTREPRENEURS IN BENGALURU

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ABSTRACT

Women of present day era are not limited to four walls. They have become economically strong facing all the constraints thereby promoting themselves as promising & successful entrepreneurs. Though Indian Women were treated as economically backward and thought that they were suitable only for managing the household chores, but 21st century Indian women have seen a dramatic change in the way they work. From the ancient ages it is proved that they can manage the house management very well & now in today's world it is again proved that they can even setup manage their own firm .The hidden entrepreneurial trait of women has emerged successfully to the role and economic status of society. Women accounts for 50% of have 51% of financial interest in the capital and at least 51% of employment is generated from women owned business (A Lavanya Kumari & Dr. B Mohan Rao in "Socio-Economic conditions of women entrepreneurs in India-with reference to Vishakhapatnam city). Success of women entrepreneurs depend upon many factors, among them Socio economic conditions play a vital role. Some of them being age, educational qualification, religion, level of income etc. The present paper focuses the socio economic conditions of women entrepreneurs in Bengaluru city.

Key Words- Women entrepreneurs, Socio economic Conditions, success.

INTRODUCTION

India, the land of tradition and rich in culture is often witnessed with women possessing skills are suppressed exhibiting their talents in different fields. In many developing countries like India, the involvement of women in various sectors is restricted by the family members as well as the society. They are usually binded with family's unremunerated labour. In some of the family when the whole family's burden is on the shoulders of women they either select to be job seekers or job providers. In general they opt for job seekers as they do not have the corpus fund to invest and start their own firm or business. But some prospective women who would not depend on others for their livelihood would choose to be job providers. They have many constraints to become and entrepreneurs. Nearly 75% (derived from primary data) of women have become entrepreneurs not because of their passion but because of their present needs and wants in the family. Among them socio-economic conditions rank the highest. In many cases these women who had started their business would also fail in their venture as they would not concentrate on the sales or marketing. They have to be let independent to nurture their own niche in business but the society at large do not have the trust and belief that even women can be a successful entrepreneurs without the assistance of their counterparts.

Omotoso, F.O. and Daramola, G.A(2005) states that often women should not be restricted to domestic works such as knitting, child care, cooking food, sewing etc, they must be provided with proper skills and training to become more productive in terms of economic capability. The purpose of women to make them independent is not to separate them from their family but to increase their family's income, increase the status in the society, and the major one is to elevate them from the poverty line.

Some of the socio economic conditions of women entrepreneurs such as age, educational qualification, caste, family income, etc are having a major impact on performance of women entrepreneurs. In recent times due to commercialization, digitalization and modernization of Indian economy, the Indian women have to search for more avenues in employment sector. Hence they select entrepreneurship as an alternative to employment. As a result we can see that the number of women entrepreneurs have grown drastically and dramatically when we compare from past 3 decades. In some of the world's greatest economy due to shift in the market trend, it is evident that the number of women entrepreneurs have also increased.

LITERATURE REVIEW

- Ajit Borah (July 2014) “Socio-Economic Status of Women entrepreneurship – A case study of Morigaon District in Assams” Journal of Humanities and Social Science have analyzed the socio economic conditions in Assam. The author has also focused on how entrepreneurship helps to increase the per capita income of state.
- Omotoso, F.O. and Daramola, G.A (2005) “Socio-Economic Factors Influencing entrepreneurship among women in fishing communities in Ondo state, Nigeria” have focused the socio economic conditions that have emerged as successful entrepreneurs. The author has also focused on some of the socio economic factors and non productive activities which stimulated the women to become entrepreneurs.
- Manisha Singh (Jan-July, 2014) “A Study of Socio–Economic Status of Women entrepreneurs In Small Scale Industries” in Aryabhata Journal of Mathematics & Informatics have focused on the problems faced by women entrepreneurs in getting finance for venture creation in SSI. The author has also studied the nature and characters of SSI which are suitable for women entrepreneurs.
- A.LavanyaKumari & Dr.B.MohanRao “Socio-Economic Conditions of Women Entrepreneurs in India” -----With reference to Visakhapatnam City has studied on the role of women entrepreneurs in economic activities varies from one country to another. The author have also studied on the autonomy of decision making and rights of women and children being recognized, respected and upheld.
- Saud Ellahi (Dec 2013) “Women Entrepreneurs in India: Socio Economic Constraints” has compared the women entrepreneurs in different states and also highlighted the reason for low rate of entrepreneurship in India when compared to other developing states.

RESEARCH METHODOLOGY

The research of this kind cannot be done in isolation. A short questionnaire is prepared to gather the data from the entrepreneurs. Later this data is analyzed and based on the analysis suggestions are enlisted. Secondary data also forms the part of research. The secondary data are collected through e-resources. The primary idea behind secondary data is that the information gathered by different authors can be merged together in this paper to highlight the socio economic conditions of women entrepreneurs.

Scope of the study

The present research paper can be kept as base to study the other factors affecting the women the entrepreneurs. The paper shall also throw light on the effects of present economical conditions that may have prevailed and led to the women to become entrepreneurs.

OBJECTIVES

- To know the socio economic conditions that led to women to become entrepreneurs
- To study the success rate of women entrepreneurs

Statistical tools

The primary data collected are analyzed with the help of simple statistical tool such as percentages, averages. Since the hypothesis is not framed, use of other complicated statistical tools is restricted.

Limitations of the study

The major limitation of the study is that the present study is conducted in Bengaluru city in selected areas. The result may vary if the sample survey is done on a large scale. Another major limitation of the study is that the findings of the study is only limited to women entrepreneurs. When men and women are taken into consideration the socio-economic conditions of entrepreneurs, may vary and diverge from the results. The other limitation of the study is that the study is done for limited period of time (for 2 months), the data is collected randomly from different strata of entrepreneurs.

SUMMARY OF FINDINGS

The women in Bangalore city had the capacity and wish to face all the odd in their life but due to unpredicted incidents in their life had left them helpless for months together. Bahuguna Etal (2013) has conducted the study and found that most of the women entrepreneurs prefer to work nearby to their place rather than going far off places in search of job. They choose it to avoid conflict between their roles as home maker and wage earner. Some of the socio economic conditions listed, Age tops the list.

- Age of entrepreneur:

There is belief that ability to take risk decreases with the increase of age. Age of an entrepreneur especially a women entrepreneur affects her mental stability and her attitude to take and face risk. in her mid age say 20-40 she can achieve and do wonders as this is the age of mental alertness, leadership quality, ability to take risk etc.

Table No 1

Table showing the age of entrepreneurs at the time they became entrepreneurs

S. No	Age	No of entrepreneurs	% to total
1	Up to 20	6	12
2	20-30	12	24
3	30-40	20	40
4	40-50	9	18
5	50 & above	3	6

Source: Primary Data

The above table shows the age at which the women became entrepreneurs. The age of entrepreneur influences the behavior of entrepreneur in understanding the market; perceive the opportunities and other capacities of competitors. Age directly relates to the success in the entrepreneurial activities. It forms the major determinant in determining the working and production capacity.

From the above table it is evident that majority of entrepreneurs are in the age group of 30-40 where they actually face the challenges of life. There might be many ups and downs in their life leading to such dramatic and drastic changes. There are only 6 entrepreneurs in the age group of 15-20. The entrepreneurs of this age group opt for entrepreneurship just for passion, excitement, zeal to achieve something their life. They do not aim at achieving or competing with other competitors. There are least number of entrepreneurs in the age group of 50 & above which merely speaks that this age group do not want to take risk. They are happy and contented with their belongingness.

- Educational Qualifications

Education makes an individual self-reliant, self-sustained and self-motivated. It reduces the ignorance and improves the ability of decision making, ability to face managerial & financial risk and ultimately become successful in their venture.

Table No. 2

Table showing the educational qualification

S. No	Qualifications	No of entrepreneurs	% of total
1	Below 10 th	3	6
2	PU	32	64
3	Degree	12	24
4	PG	2	4

Source: Primary Data

The above table depicts that the education does not play a major role in entrepreneurship. Though they have acquired degree but they opted to select job rather than becoming self-employed. The reason that they quoted is that they would earn more in their job profile than in self-employment. They do not get rewarded for the work they do, they have to suffer, take risk etc. But around 64% of women opted for entrepreneurship were PU educational background. They opined that since they do not have enough education they are not hired in competitive job market, leaving them to join self-employment. PG were only 2 or 4% of the total 50 correspondents. These PG entrepreneurs selected to be self-employed out of their passion and hobby to become independent.

- Religion

Religion is the major social condition which contributes to the entrepreneurial activity. Indian women guided and protected by their religions, hardly are let independent to select their own choice of livelihood. Religion alone can construct or destroy the ideas in an individual. There are many instances proving that religion alone can create the destiny of an individual. If it's an women then it will take its own turn

Table No. 3

Table showing the religion of entrepreneurs

S. No	Religion	No of entrepreneurs	% of total
1	Hindu	36	72
2	Christian	8	16
3	Muslim	5	10
4	Jainism/Buddhist	1	2

Source: Primary data

The above table depicts that there are 72% of entrepreneurs who are Hindus. It speaks out that Hindu women are let independent to do their work of their choice when compared to other religion. Of-course out of 50 correspondents 70% of them were Hindus. The least is the Jainism and Buddhism.

- Level of Income

Income plays a pivotal role in deciding the status of an individual. If his income is counted in lakhs then he will be having a well settled high class strata in the society. The income of their family is solely responsible for women to select entrepreneurship as their future prospects career.

Table No. 4**Table showing the income level of respondents**

S.No	Level of income (Rs pm)	No of entrepreneurs	% of total
1	10000-20000	25	50
2	20000-30000	12	24
3	30000-40000	8	16
4	40000-50000	3	6
5	50000 & above	2	4

Source: Primary data

The above table clearly depicts that those families whose family income is less than Rs.20000 had to opt for another way to earn their livelihood. This was the simplest as they could look after their family along with earning their livelihood. They would be breadwinners as well as family

caretakers. As the income of the family increased they somehow managed the family and were least bothered about the family income.

- Success rate of Women Entrepreneurs

The success rate of women entrepreneurs depended on all the socio economic conditions that prevailed during their entrepreneurship pathway. The following table reveals the success rate of women entrepreneurs

Table No: 6

Table showing the success rate based on different socio economic conditions of women entrepreneurs

S. no	Parameter	No of entrepreneurs	Success Rate
1	Age group if 20-40	32	80%
2	Age group of 40-60	31	70%
3	Less than 12th	34	80%
4	UG & PG	14	75%
5	Low Income family	37	85%

Source: Primary Data

The major success is derived in the low income family group. These families are having less income and to support their family they choose to become entrepreneurs. Apart from all the parameters income of the family marks the highest reason to become an entrepreneur. They get the support from the family members so that their monthly income increases and they can maintain and balance the expenditures easily. We can also analyze and opine that socio economic conditions of women entrepreneur lead to the success of women entrepreneurs. This is the major contribution towards the economic development of a country.

SUGGESTIONS

For the development of women entrepreneurs the following suggestions should be taken into account:

- Proper training should be provided at every stage of entrepreneurship.
- Business incubation center should be initiated so that it assist the women entrepreneurs at a large
- Both central and state Government must find the ways to assist the entrepreneurs in the field of finance, expansion, modernization, marketing, channels of distribution etc by arranging fairs exhibition centers.
- Better education should be provided to those entrepreneurs who have opted for entrepreneurship so that they can take decision independently, and will be having knowledge about, banking, marketing, production, engineering etc.
- Association of women entrepreneurs should be developed and motivated to create awareness about self employment so that they become self sustainable, self dependent and self reliable.
- Training institutes and modules should be tailor made & developed to fulfill the needs of all type of entrepreneurs.

CONCLUSION

Entrepreneurship in itself is creating a niche in the development of any economy as it increases the GDP of a country. For a developing country like India, women entrepreneurship aims at economic gains that are measured by removing the economical imbalances and contributing towards nation's income. Women are the centre of attraction and are being targeted always in the name of religion, education, family's low income etc. "Women's Progress is Nations' progress". Hence it is advisable and desirable to have entrepreneurship for more number of women irrespective of caste, creed and any other socio-economic conditions.

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