

WOMEN EMPOWERMENT THROUGH WOMEN ENTREPRENEURSHIP: A CASE STUDY OF KALYAN CITY

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Abstract :

A women entrepreneur is an adult who owns and runs an enterprise, especially a commercial one, often at personal financial risk. In India women have made a comparatively late entry into business scenario mainly due to the orthodox and traditional socio-cultural environment. In India from the very beginning, women have solely dominated the area of household activities. Today non-traditional enterprises are easily managed by women and are done so excellently with them as the decision-makers. This paper tries to investigate socio-economic condition of women entrepreneurs in Kalyan city as well as tries to identify the factors influencing women entrepreneurship.

Keywords: employment, impetus factors, income, women empowerment, women entrepreneurs.

INTRODUCTION :

Entrepreneurship development among women can be considered a possible approach to economic empowerment of women. The participation of women in income generating activities for the family has been increasing over time. Female work participations not only increase their family income but also bring economic independence among women in the households. Now days, women have realized the importance of self employment. The entrepreneurship thereby helps them to stand on their own leg. A women as entrepreneur is economically more powerful than as a mere worker because ownership not only confers control over asset but also gives her freedom to take decisions through entrepreneurship development. Women will not only generate income for her self but also for other women in the society. This will have a multiplier effect in the generation of income and poverty alleviation.

Objectives:

- 1)THE study socio-economic condition of women entrepreneurs
- 2)To identify the factors influencing women entrepreneurship.

HYPOTHESIS:

Ho: There is no association between the family type of women entrepreneurs and the impetus factors.

METHODOLOGY:

For the present study, primary and secondary data were used. Secondary data collected from various books, journals, magazine and WebPages. 553 business units were collected from Gumasta (Dept. of license issuing authority for business) and 83 business units were randomly selected for study. The percentage method and chi-square test is used as statistical tools for analyzing the data and testing of hypothesis.

ANALYSIS OF THE STUDY:

Table 01 Age wise classification

Age	No. of respondent	Percentage
21-30	11	13.3
31-40	36	43.4
41-50	28	33.7
Above 50	08	9.6
Total	83	100

Source: primary data

Age is an important factor which determines the efficiency of an individual. The analyses of the age wise classification of the women entrepreneurs are belong to the age group of 31-40 years (43.4%). The age group of 41-50 years (33.7%) constituted the second maximum number of women entrepreneurs. Very low percentage found in the age of above 50, i.e. only 08%.

Table 02 Education status

Education level	No. of respondent	Percentage
Less than SSC	11	13.3
SSC	23	27.7
HSC	17	20.5
Graduate	25	30.1
Post graduate	05	6.0
Diploma	02	2.4
Total	83	100

Source: primary data

Education level leads to knowledge and self confidence. Entrepreneurship is also determined by education. Education level plays a vital role in decision making. The above table shows that 30.1% women entrepreneurs are graduate, 6.0% are post graduate. It is noted that 11% women entrepreneur who are less than SSC.

Table 03 Income level of the women entrepreneurs

Income per month	No. of respondent	Percentage
Less than 5,000	07	8.43
5000-10,000	15	18.07
10,000-15,000	23	27.71
15,000-20,000	29	34.93
Above 20,000	09	10.84
Total	83	100

Source: primary data

The above table reveals that the around 34.93% women entrepreneur earning 15,000-2000 per month. Only 10.84% women entrepreneurs are earning more than 20,000 Rs. per month. Around 8.43% women entrepreneurs are earning less than 5000 Rs. Per month.

Table 04 Type of women entrepreneurs' family

Type of family	No. of respondent	Percentage
Nuclear family	57	68.67
Joint family	26	31.32
Total	83	100

Source: primary data

68.67% families are nuclear and 31.32% of women entrepreneurs are living with joint family. It means ratio of nuclear families is large.

Table 05 Employment pattern of women entrepreneur

Employment pattern	No. of respondent	Percentage
Manufacturing sector	16	19.27
Trading sector	04	4.81
Service sector	63	75.90
Total	83	100

Source: primary data

The above table indicates that the participation of women entrepreneurs in service sector is large i.e. 75.90% and participation in manufacturing sector and trading sector is very low.

Table 06 Impetus factors for women entrepreneurs

Impetus factors	No. of respondent	Percentage
Family business	08	9.63
Self interest	15	18.07
Experience or training	11	13.25
To be independent	21	25.30
To earn profit	04	4.81
Family responsibility	24	28.91
Total	83	100

Source: primary data

Above table indicates the Impetus factors for women entrepreneurs. Most of the women entrepreneurs are involve in business due to shoulder family responsibility, 9.63% women entrepreneurs are involve in business due to family business, To be independent is another important motivating factor for their business.

TESTING OF HYPOTHESIS:

Ho: there is no association between the family type of women entrepreneurs and the impetus factors

Table 07 No association between the family type of women entrepreneurs and the impetus factors

Impetus factors	Nuclear family	Joint family	Total
Family business	02	06	08
Self interest	09	06	15
Experience or training	07	04	11
To be independent	14	07	21
To earn profit	03	01	04
Family responsibility	08	16	24
Total	57	26	83

Source: primary data

d. f 5, 5 Percent level

Calculate value: 21.79, Table value: 11.1

INFERENCE:

The calculate value of chi-square is greater than the table value of chi-square. So that hypothesis is rejected i.e., there is no association between the family type of women entrepreneurs and the impetus factors.

COMMENT:

There is association between the family type of women entrepreneurs and the impetus factors.

FINDINGS:

Most of the women entrepreneurs were belonged to age group of 41-50 years. The present study indicates that the graduate women come forwarded as entrepreneurs. Most of the women entrepreneurs belong to nuclear family. Most of the women entrepreneurs are earning good amount of income per month. Most of the women entrepreneurs are involved in service sector business. Family responsibility play vital role in impetus factors for women entrepreneurs in the study area.

CONCLUSION:

Now the women are awakened by the women entrepreneurship development. Participation of women in business increases their family income; it will help them improve their living standard. Most of the women entrepreneurs motivate to run business due to shoulder family responsibility.

SUGGESTIONS:

- Measures should be formulated to promote efficiency of women entrepreneur's skills.
- Skill development to be done in women's polytechnics and industrial training institutes.
- Training on professional competence and leadership skills to be extended to women entrepreneurs
- Adequate training programme on management skills should be provided to women entrepreneur.

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