

Step Up of Rural Women Entrepreneurship in East Singhbhum

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Abstract

Why are women entrepreneur's day celebrated? There is no such term as "men entrepreneurs" or the top 50 powerful CEOs globally. But for women there is a separate category for top 50 powerful CEOs. It's still rare to have female business leaders in the 21st century or we can say that women are breaking the stereo type. Now, there is a need to think about the acceleration of woman entrepreneurship management.

Rural Women are now increasingly run their own business yet their entrepreneurial potential, managerial skill and socio economic contribution largely neglected. Women entrepreneurship development is the instrument of women empowerment. Women are becoming socially empowered and economically empowered through business ownership. Women Entrepreneurship is gaining importance in India in the wake of globalization and economic liberalization. The institutional and policy framework for developing entrepreneurial skill, providing vocational education and training has widened the horizon of for economic development of Women. Women entrepreneurs tend to be self dependent, self motivated and self directed. On the other hand, empowerment of rural women is also very significant. Economic empowerment of rural women will lead to the development of our country. And it is very necessary to give keen attention over his empowerment of women in the rural areas for the real development of our country in all spheres. Women entrepreneurship is important for women's position in society and economic of women will lead to development of family, community and country. The present study focuses on parameters to be focused to enhance the entrepreneurial skill of rural women in East Singhbhum and in turn their empowerment.

1. Introduction

Women entrepreneurship can be said as the process in which women initiates a business, gather all resources, undertake risks, face challenges, provides employment to others and manages the business independently .Approximately 1/3rd of the entrepreneurs in the world are women entrepreneurs.

According to Government of India-"A women entrepreneur is defined as an enterprise owned and controlled by woman having a minimum financial interest of 51% of capital and giving at least 51% employment generated o

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women. There has been change in role of women due to growth in education, urbanization, industrialization and awareness of democratic values.

In nutshell, women entrepreneurs are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running a business enterprise.

Need of Women Entrepreneurship

There has been a growing need in the society to administer and implement empowerment to save and protect them from social evils and exploitations and for this purpose what is needed is to make them self-reliant and economically solvent. It is needless to mention that the women in the society have less of personal assets and money than the men and as such they are mostly dependent on others. All these make them really unhappy, ill fated and they have to remain confined for want of economic power. So it is highly needed and has become the cry of the day for the women to start business as entrepreneurs with their own skill and limited resources to break the vicious circle of financial deadlock.

A society cannot be developed properly unless the women of it are developed since out of total population women comprise almost the half number. This is very significant for every economy to look into the matter how the women can be engaged in business to make them self-sufficient. Women with their traditional skill and talent can easily start small business in areas like supplying of food, tailoring, grocery, papad making, dress making etc where capital investment is usually low and within the reach of the women.

However, in this respect it may be highlighted that the women shall be provided with all requisite help from their respective families by giving both mental as well as financial support to develop business of their own where male members can extend their whole-hearted support. Besides, government department, NGOs individuals should come ahead to help women to set up small business and industries to make them self-sufficient. This is needed for the balanced development of every economy.

2. Significance of the Study

Women entrepreneurship has become the buzzword in the present era of socio-economic set up of many of world economies including India since the women are substantially suffering from various deadlocks for the lack

of their economic independence, self-reliance, safety and security. Women entrepreneurship has become the centre of attraction so as to make them free from all atrocities and violence on them. Women in the society have much of opportunity to come forward leaving their traditional activities for domestic helps and can undertake entrepreneurship for their livelihoods and also for extending support to the family as income earner. They can create new job for themselves and for others and can provide various support despite performing their domestic responsibilities. In many cases it has been rightly observed that women are more particular, dutiful, as well as meticulous in their activities. They are very much prone to save money in many cases. If the women in the society are given some mental support and boosting, they can perform well. Despite all, the women in the society are highly neglected and in most of the cases they are deprived of the social status and they are victimized since they are not having financial, social and political powers.

3. Dimensions of Female Owned Businesses

Many of us would love to believe that gender does not play any role in affecting business performance.

Women entrepreneurs experience unique challenges, have different ideologies as compared to men and these factors often make female owned businesses different from male owned businesses several aspects. Women on the other hand, often start a business to maintain their work life balance. In almost all countries of the world women are expected to bring up children almost single-handedly and for many of them running businesses allow them to manage both children and a professional life smoothly of course, while this is true for developed countries, the situation is different in developing countries.

Also as compared to male entrepreneurs females are more hesitant and unsure of expanding their businesses. Another crucial dimension of female owned businesses is that they usually concentrate on sectors that are easy to penetrate and require low capital. Example can include retail, health, beauty and grooming these sectors are already overcrowded and this restricts growth potential of these business.

4. Challenges Faced by Female Entrepreneurs

Every entrepreneur faces certain key challenges that range from getting finances to handling clients and completing projects within deadline women, women face certain challenges:

- Access to finances
 - While it is true that every entrepreneurs struggles for obtaining finances for his or her businesses, the truth is that the problems is more acute female entrepreneurs.
- Managing family and business
 - Maintaining the work-life balance is one major reason why women launch their businesses. Female entrepreneurs all over the world juggle work and family and want to know how to be a great mother and CEO.
- Lack of education and necessary experience
 - Many female entrepreneurs have a traditional educational background and so, don't pass the skill that is required for running a business.
- Gender pay gap
 - It is known fact that gender pay gap exists in the work palce; surprisingly this gap exists even in case of self-employment.
- Lack of education and necessary experience
 - Many female entrepreneurs have a traditional educational background and so, don't pass the skill required for running a business.
- Marketing
 - Female entrepreneurs often experience challenges while marketing their businesses, one study revealed that sixty one percent of female entrepreneurs in Pakistan consider marketing their business as a problem.

5. Research Objectives

The present study carries out the following objectives:

- To Study the Demographic characteristics of Women Entrepreneurs.
- To Study the Work Life Balance of Women Entrepreneurs.
- To identify the unique aspect of female owned businesses.
- To critically evaluate various problems faced by women

entrepreneurs.

6. Hypothesis

On the basis of the above objects only one hypothesis is taken, that is, SHGs have improved the empowerment process of the rural women Entrepreneurs.

7. Methodology

The present study is undertaken in Ghatsila sub-division under East Singhbhum District of Jharkhand. The study is based on primary and secondary data. The primary data has been collected by using well prepared interview schedule from different authorities, of East Singhbhum District and from the sample respondents. The secondary data was obtained from various published and unpublished records, books and journals. After careful examination, it was decided to follow four-stage sampling. Out of the five blocks in Ghatsila sub-division, at the first stage, one block was selected. At the second stage, from each village 40 respondents were elected as the sample unit. Thus 120 respondents were selected for the present study. Random sampling method was used for the selection of blocks, villages, SHGs and respondents. Following chart shows the selection of sample.

8. Limitation of the study

The research work has been carried out primarily on the basis of information collected through field surveys. Some information has been collected from secondary sources also. Some important limitations of the study were as follows:

- The study is confined up to February 2017 for which data could be collected.
- Due to time constrain sample selection has been confined to only one Block under the study.
- The respondents are low literate. Thus sometimes they provided some misleading information.
- Due to ignorance are respondents did not openly provide their real socio-economic position in the community.
- We also found lack of awareness among woman and this was mainly due to poor economic condition, illiteracy and ignorance.

9. Profile of Respondents

Age Distribution

The sample respondents consist of the following age groups as shown in Table-1 with percentage of composition:

Table 1

Age Distribution of the Respondents (in percent)

| Age Class (years) | No of Persons | Percentage |
|------------------------------|----------------------|-------------------|
| Up to 20 | 10 | 8.33 |
| 21 to 30 | 36 | 30.00 |
| 31 to 40 | 54 | 45.00 |
| 41 and above | 20 | 16.67 |
| Total | 120 | 100.00 |

The above table shows that the highest percentage of respondents belongs to age groups 31 to 40 years' i.e. 45% and the lowest percentage belongs to 20 years age group i.e.8.33%.

Caste Distribution

The following table (Table-2) describes the caste distribution of respondents in Ghatsila Block taken under study:

Table 2

Cast Distribution of the Respondents

| Name of the Villages | Adivasi | Non Adi- vasi | Total |
|---------------------------------|------------------|--------------------------|--------------|
| Bankati | 16 | 24 | 40 |
| Mahuliya | 10 | 30 | 40 |
| Darisai | 26 | 14 | 40 |
| Total | 52(43.33) | 68(55.67) | 60 |

The above table reveals that 56.67% Non Adivasi and 43.33% of Adivasi respondents have selected at a random from the three villages.

House Structure

The following table (Table-3) shows the house structure of the respondents of the Block taken under study:

Table 3

House Structure of the Respondents

| House Structure | Number | Percentage |
|-----------------|------------|---------------|
| Kutchha | 66 | 55.00 |
| Semi-Pucca | 22 | 18.33 |
| Pucca | 32 | 26.67 |
| Total | 120 | 100.00 |

It can be deduced from the above table that majority of the respondents 55% have Kutchha house structure while only 26.67% of the respondents belongs to semi-Pucca structure is 18.33%.

Education Level

The percentage distribution of respondents by their education level is given the following table (Table-4):

Table 4

Education level

| Level of Education | No of person | Percentage |
|------------------------------|--------------|---------------|
| No of education (illiterate) | 42 | 35.00 |
| Up to Class IV | 34 | 28.33 |
| V to class VIII | 20 | 16.77 |
| IX to class X | 14 | 11.67 |
| XI to class XII | 10 | 8.33 |
| Total | 120 | 100.00 |

The above table shows that only 65% of the respondents can read and write. Among these respondents, highest numbers of respondents are having up to class IV level of education (28.33%) followed by number of respondents of class V to VII level of education. The study of further reveals that followed the percentage of respondents of class IX to X and class is very low i.e. 11.67% and 8.33% respectively.

Occupation of the Respondents

The occupational structure of the woman in shown in following table-5

Table 5

Occupation of the Respondents

| Occupation | Pre-SHG stage | Post-SHG stage |
|---------------------|---------------|----------------|
| No Occupation | 78 (65%) | ---- |
| Agricultural Labour | 24 (20%) | ---- |
| Handicrafts | 6 (5%) | 40 (33.33%) |
| Handloom | 4 (3.33%) | 30 (25.00%) |
| Live stock | 8 (6.67%) | 50 (41.67%) |
| Total | 120 | 120 |

From the above table it is clear that 65% of respondents have no Occupation. 20% of the respondents were agricultural labour in the pre-SHG stage whereas in the post-SHG stage it becomes zero. 5% of the respondents were engaged in handicrafts sector (clay work, Kuhila work, bamboo work, Jute work) in the pre-SHG stage but it became 33.33% during the post-SHG stage. 3.33% of the respondents were engaged in handloom sector (including cutting) in pre-SHG stage but it became 25% during the post-SHG stage. In the pre-SHG stage 6.67% of the respondents were engaged in livestock sector (such as – rearing cattle, poultry, and fisheries) but it became 41.67% during the post-SHG stage. The occupation chosen by the SHG member depends on the availability of skill, demand for the product in the market and the availability of resources.

Monthly Earning

A comparative study has also been regarding monthly earnings of SHG women, which is shown in the following table (Table-6):

Table 6

Monthly Earning of the respondents

| Monthly Earning (Rs) | NO of Person | Percentage |
|----------------------|--------------|---------------|
| Up to Rs.4000 | 34 | 28.33 |
| Rs.4001 to Rs.8000 | 40 | 33.33 |
| Rs.8001 to Rs.12000 | 20 | 16.67 |
| Rs.12001 Rs.16000 | 9 | 15.00 |
| Above Rs.16000 | 4 | 6.67 |
| Total | 60 | 100.00 |

The table reveals that monthly earning of about 33.33% of SHG women varies between RS. 4001 to 8000. Only 6.67% of the SHG women have monthly income is above Rs. 16000.

10. Conclusion

It is true that even in progressive, modern 21st century female entrepreneurs have to experience various unexpected challenges. Also as compared to male entrepreneurs, they are less sure about expanding their businesses. Irrespective of those difficulties, women entrepreneurs can leave their mark in the field of entrepreneurship. Performance after all has nothing to do with gender. Examples of female entrepreneurs based in different countries prove that women possess the capability strength and intelligence to overcome any type of obstacle and establish their own powerful identity. Finally making the society sensitive towards female entrepreneurs is important. Most female entrepreneurs struggle hard to maintain a balance between work life and the situation becomes more challenging, if the family does not accept their activities.

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