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## A study on the Development of Women Entrepreneurship in Ghaziabad, UP, India

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### Abstract

*This study examined the Development of Women Entrepreneurship in Ghaziabad city. Women entrepreneurship growing concept in this days giving a new definition to the world women are showing their talent in all fields competing equally with the men.*

*Women entrepreneurship is essential for every nation. If we want to compete with well developed nations, both men and women should participate in all activities on equal basis.. In India the situation is different certain superstitions, controls on women in kept in back. Women success is there in all areas like house wife, teacher, professor, lawyer, engineer, doctor, pilot, scientist, technocrats, economists, etc., in fact, women can manage the home efficiently, and why cannot she manage the business in an efficient manner.*

*The success of women not in equal in all countries, based on social, cultural, demographical, geographical environments it is changing from one country to another country. Now, Women required certain unique motivational factors apart from economical support, government support. These unique motivational factors stand up women to get success as a women entrepreneur. The present paper focuses on the growth and performance of women entrepreneurs in India and the problems and challenges which are faced by women entrepreneurs in Ghaziabad city. It also focuses on initiatives taken by the government for women entrepreneurs. The present paper also focuses that the factors which motivate women to become a successful entrepreneurs are achievement motivation and human relation.*

**Keywords:** *Entrepreneurship, women entrepreneurs, women empowerment*

### I. INTRODUCTION

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise.

The Government of India has defined a women's entrepreneurship as " an enterprise owned and controlled by a women having a minimal financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women".

The days have changed women from which they have arrested by four walls of the kitchen and to look after the members of the family to the days where women are showing their talent in all fields. Women entrepreneurship is not a new concept now-a-days to the people living in urban areas but, in the rural areas where tradition play a key role in doing every activity. Women entrepreneurship will be a new concept to them women coming out of their house for their economic independence, most of them will not support to this concept in past decades. Slowly the mindset of the people has changed they recognized the importance of the women that the women should not to be restricted to 3P,s (Powders, Pickles and Papads) they have extend their knowledge to 3E,s (Electronics ,Engineering and Energy). This has given birth to the concept of Women entrepreneurship. This means a business which is headed by women where there more scope for the development of women.

In Modern India, more and more women are taking up entrepreneurial activity. Women across India are displaying an attentiveness to be economically independent. The Indian women are no more treated as beautiful showpieces. They have imprinted a niche for themselves in the male dominated world. Indian women well manage both burden of work in household front and meeting the deadlines at the work place. Gender equality and economic development are the two sides of the same coin. However the entrepreneurial procedure is the same for men and women, there are however, in practice, many problems and challenges are faced by women, which are of unlike dimensions and magnitudes, which inhibit them from apprehending their full potential as entrepreneurs.

## **WOMEN ENTREPRENEURS**

Women entrepreneurship is the process where women take lead and organize a business or industry and private employment opportunity to others. Though at initial stage Women entrepreneur developed only at urban areas, lately it has extended its wings to rural and semi-urban areas too. Although earlier women concentrated much on traditional activities, due to the spread of education and favourable Govt. policies led towards development of women entrepreneurship. Women have changed their attitude and diverted towards non-traditional activities too. They show favourable response to changing situation and get adjusted themselves and have improved position.

The Govt. and Non-Govt. organizations are giving more promises to promote self-employment among women and build women entrepreneurship special financial assistance is provided and training programs are organized from women to start their ventures.

## **Reasons for Women Becoming Entrepreneurs**

Women Entrepreneur's a person who accepts challenging role to meet her personal needs and become economically independent. Various reasons can be concluded why women are showing to become as entrepreneurs. Educated women are not restricting themselves to the house hold activities; they are trying to spent their time for doing business or any activities which give benefit to them and to their family in this path way they have chosen entrepreneurship as their main income generating activity. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers; inter decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. The following are the reasons for women becoming entrepreneurs. i. Innovative thinking, ii. Education and qualification, iii. Self identity and social status, iv. Employment to others, v. Role model to others, vi. Government programmes and policies, vii. Support of family members, viii. Need for additional income, ix. Family occupation, x. Economically independent.

## **REVIEW OF LITERATURE**

**According to Upadhye Jayashree, 2012**, there is an analytical study was made and finally conclude that the self-confidence and self-esteem and educational level, and knowledge make them to handle different tasks in life. Male dominance towards women should change. There should be support from government and institutions and agencies to develop women entrepreneurs. Already there are certain schemes for women entrepreneurs, these schemes should be properly implemented and make them to familiar to use every scheme.

**According to Deshpande Sunil and Sethi Sunita, (2009)** some school of thought they conclude that, now India is in better position because of introduction of women as an

entrepreneur. This is mainly because of change of attitude of people towards women., couragesies and risk-taking capabilities of women, support from society people, changes and relaxations in government policies, granting various upliftment schemes to women entrepreneurs etc. extension to these findings there are certain other factors which facilitates to get success as an entrepreneur as explained in this paper

**According to Roshan Lal and Badrinarayan H.S (2011)** some analytical frame work, women Entrepreneurs are essential for achieving for the economic growth of the nation. There are certain obstacles which hinder the growth of the nation should be avoided. Encouragement should be in such a manner which allows women to participate and to take up all kinds of business as an entrepreneur. Government should provide proper training to women entrepreneurs. Government should use sophisticated methods to impart knowledge in all functional areas. Promoting Women entrepreneurship is surely a successful path to develop Indian economy. Apart from these women required psychological motivation also.

**Kaushik Sanjay (2013)** There is a study which explained that 51% women are working for 5-7 hrs.19% women have only 2-4 hrs for their business. They have their house work and burden of the family work. They have less support from their family. May be they lives in a separate family. Only 27% women gave 8-9 hrs to their business and they have huge family support and husband support. In the study we find that there are only 3% women who are totally devoted to their business. For the women it is impossible to give more hrs to the business in the serrate family and unsupported family.

**Meenu Goyal and Jai Prakash (2011).**According to some analytical frame work, women family obligations and certain responsibilities lacking them to become a successful entrepreneur. The financial institutions are having wrong opinion about women entrepreneurs, because at anytime they might become again housewife. Indian women give more importance to family members. They should handle dual role as a housewife and businessmen. If there is no support from family members it is difficult to women to succeed as an entrepreneur.

**Mishra.S.P. (1996) Report** -Women's entrepreneurship is both about women's position in society *and* about the role of entrepreneurship in the same society. Women entrepreneurs faced many obstacles specifically in market their product (including family responsibilities) that have to be overcome in order to give them access to the same opportunities as men. In addition, in some countries, women may experience obstacles with respect to holding property and entering contracts. Increased participation of women in the labour force is a prerequisite for improving the position of women in society and self-employed women.

**Singh and Raina (2013)** described the problems and challenges faced by women entrepreneurs in India and also analysed the policies of Indian government for women. The study mainly focused to find out the status of women entrepreneurs in India. The study found that in modern India, more and more women are taking up entrepreneurial activity especially in MSMEs. It also observed that Indian women have imprinted a position for themselves in the male dominated world. It further showed that Indian women can well manage their household work as well their workplace deadlines.

**Benard and Victor (2013)** examined the growth of women entrepreneurs in Dar es Salaam city of Tanzania on strengths, weaknesses, opportunities and threats. It used a sample of 130 women entrepreneurs and simple random sampling technique for the selection of sample. The study found that a major strength was the need for financial independence for women entrepreneur. It also observed that the major opportunity was the desire to own boss which leads to women entrepreneurship. It further found that the weakness was that most women lack

entrepreneurs fail because of lack of education and the major threat to be the pressure of child care in the family.

**Jayan (2013)** analysed women entrepreneurship in MSMEs and the relationship between industries related factors and success of entrepreneurs with special reference to Coimbatore city. The study identified that the factors which motivate women to become a successful entrepreneurs are achievement motivation and human relation.

### **IMPORTANCE OF THE STUDY**

World economy of the country is classified into developed economy, developing economy and underdeveloped economy. As per statistics it is known that in well developed economy women is having freedom to develop as an entrepreneur, they are having equal priority as equal as man, but in developing economy and under developed economies women's are facing different types of problem, though government introduces different types of schemes for the sake of women, women are growing well day by day in all sectors and in all areas. Their contributions are more as scientists, software engineers, technocrats, economists, professors, lawyers, doctors and as a businessman also. So, it is clear evidence that women contribution for economy is essential and considerable.

### **STATEMENT OF THE PROBLEM**

Women entrepreneurs are playing prominent role, to progress economy well. Such women are facing problem not only economical, but also psychological. There are certain unique motivational factors which facilitates women to progress well.

### **OBJECTIVES**

The study was planned with the following objectives.

- i. To study the existed review of literature for better motivational factors.
- ii. To take the opinion of women entrepreneurs regarding motivational factors.
- iii. Evaluate the data based on data sources for better motivational factors.
- iv. To suggest suitable measures for strengthening women entrepreneurs.

### **LIMITATIONS OF THE STUDY**

The present study is limited to selected women entrepreneurs of Ghaziabad city because it is easy for collecting the data.

- i. The data is collected from only 100 women entrepreneurs.
- ii. Some women entrepreneurs were busy and showed disinterest to give response to the questions.

## **II. METHODOLOGY**

The following methodology is used in this study

### **DATABASE**

The research is based on primary and secondary data. The primary data is collected through direct interview of women entrepreneurs of Ghaziabad city. . Here there are many trading, manufacturing, Service organizations are available for conducting research. Field survey method was employed to collect primary data from 100 respondents. The secondary data is collected from review of past researches, journals, articles and other reports.

## **SAMPLING**

A sample as the name implies is a smaller representation of a large whole, instead of studying every case, which might logically be included in an investigation. Framed questionnaire is used for data collection. : For the purpose of the study 100 respondents have been chosen in Ghaziabad city by using simple random sampling a questionnaire was prepared and administered in person to all the respondents.

## **TOOLS USED**

In this study the raw data collected are classified, edited and tabulated for analysis. The following were some of the tools used. They are: Percentage Method

## **FINDINGS**

- i. 43% of the women's are accepted husband motivates a lot to become an entrepreneur. women's are accepted family members are helpful, being an entrepreneur.
- ii. 49% of the women's are accepted, if they face any problem, first they are giving priority to husband and family members to share their feel business.
- iii. 94% of the respondents were opined that their self confidence and self-esteem levels are increased, after becoming an entrepreneur.
- iv. 89% of the respondents opined that women entrepreneurs are having future asp and modernize the business. opined that, they are well satisfied being a house wife and an entrepreneur.
- v. 59% of the respondents are giving equal priority to family and business.
- vi. Majority of the women belong to the age group of 31-40 years.
- vii. Most of women entrepreneurs were illiterate & Majority of women entrepreneurs were widowed and separated/divorced.
- viii. The Annual income is in the range of Rs.20000-25000.

## **SUGGSSIONS FOR THE GROWTH OF WOMEN ENTREPRENEURES**

The following are the suggestions found from my study for the betterment of women entrepreneurs .There should be change in the minds of parents as to educate their daughters, because economic development of nation can be achieved only through proper education. Women should upgrade her knowledge in all aspects so that she can make decisions on own. Proper steps should be taken by government to check whether the schemes are reaching to actual beneficiaries or not. Rural people are still depending on agriculture as their income source, they should recognize that there is great need to develop their skills towards entrepreneurship. Family support should be more for women entrepreneurs so that they can gain success from their entrepreneurial activities. Women entrepreneurs should improve their marketing skills in order to develop their business.

A Major Suggestion that I want to make here is, women entrepreneurs are getting success when they have support from family and husband. So, there should be support from family and life partner.

## **III. CONCLUSION**

Entrepreneurship is not a bed of roses to women. Women participation in many kinds of economic activities to complement to their family income, their participation in no way reduces their family duties. The task of women has become more tedious and full of challenges. Let us all make efforts to help women rediscover her. Women entrepreneurs are not only required motivation in the form of financial assistance, and government permissions and sanctions; they may require support from family members and life partners. The progress of the nation not only

depends on men performance and also female. When a country economically strong that country people standard of living would gradually increase. In India there is a possibility to grow our economy, by giving motivation to women in all aspects, and women playing dual role like house entrepreneur. When someone playing dual role definitely there is a street. Family members and life partner should support to avoid stress. Hence it becomes necessary for the society and Govt. to find remedies for the problem of women entrepreneur. Already the central and state governments and non-government organizations have taken so many steps to solve the problems of women entrepreneur, yet they have to provide special incentive and subsidy.

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