

A STUDY OF WOMEN ENTREPRENEURS IN PERNEM TALUKA

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ABSTRACT

In today's world, women entrepreneurs play a very key role and they have become important part of the global business environment. And it is equally important for the sustained economic development and social progress. In India, though women play key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society.

The main purpose of this paper is to find out the status of women entrepreneurs in Pernem Taluka. And also to identify the challenges and difficulties faced by women entrepreneurs in Pernem Taluka. An attempt is also made to study what are the steps taken by Government to encourage women entrepreneurs. On the basis of this study some suggestions and solutions will be provided to encourage women entrepreneurs to become a successful entrepreneur.

Keywords: *economic development, women entrepreneur.*

1. INTRODUCTION

According to definition given by Government of India “A women entrepreneur is defined as an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% employment generation to women.”

Women entrepreneurship is wherein women initiate a business, own a business, control the business, collect all the necessary resources required for the business, willing to take risks, face different types of challenges and problems by themselves. They provide various opportunities to the women in the locality and encourage other women to start their business.

Businesswomen worldwide frequently display the challenges in starting and running a business. The challenges can be about anything from prejudice and discrimination, to lack of knowledge, education and insight on how to make their dreams in reality.

2. REVIEW OF LITERATURE

Sammani(2008) studied the factor, problems and impact of food processing on women entrepreneurs in Rajkot city. A sample of 300 women entrepreneurs were studied. The data was analysed using tables and graphs. The study concluded that education, religion, formal training, age etc. influenced the progress of the entrepreneur. Women entrepreneurs from nuclear family got support from the husband. While in case of women entrepreneurs coming from joint family enjoyed more support from the family members than the husband. Most of the women came from the nuclear family.

Sugaraj et.al. (2014) studied the factors and problems faced in the development in western Maharashtra by women entrepreneurs. A sample of 250 women entrepreneurs was studied using primary method. The data was analysed using tabulations.

To analyse the women participants in entrepreneurial activities so as to highlight the contribution of women entrepreneurs towards economic development. The study concluded that factors like economic independence, use of idle funds, support from family, gaining control on life, to prove themselves, self-esteem, being entrepreneur was lifelong goal, no other income, family business, taking responsibility of family etc. affected the women entrepreneurs.

Goyal et.al. (2011) studied the problems and prospects of women entrepreneurship in India. The study mentioned that the women had shifted from 3Ps of Pickle, Powder, Papad to 3 E's of Energy, Electronics and Engineering. Major drawbacks and difficulties faced by the women were identified to be as male chauvinism, lack of self-confidence, limitations faced by women on being women, family obligations, absence of proper support, lack of awareness of financial support and assistance. The study suggested continuous inspiration, encouragement and motivation is needed.

Bharthvajan R. (2014) studied the women entrepreneurship. Secondary data was the main source for this study. The data was analysed using Bar diagrams. The main aim of this research was to identify the key issues and problems facing women entrepreneur. Self-employment among women was seen as increasing. The study mentioned that women were a relatively new group of entrepreneurs compared with men. Besides the major barriers faced by women entrepreneurs were identified as finance and administrative requirements, lack of management skills, marketing, confidence, working capital etc. besides being in the male dominated society and socio- cultural barriers were the problems faced by the women entrepreneurs.

Kadam studied the role of creativity and innovations in women entrepreneurship development. The study used both qualitative and quantitative techniques of data collection. A sample of 50 women was collected using stratified random sampling in Navi Mumbai. The data was analysed using tables. Women micro entrepreneurs could be trained and educated in order to enhance innovate behaviour. Hence the paper concluded innovation is a route to achieve higher levels of organizational behaviour.

Kumar et.al. (2014) studied the empowerment of women entrepreneurship in Pudukkottai District. 90 samples were selected using stratified disproportionate random sampling. The data was analysed using tables. The main source of this paper was to identify the socio-economic background, the nature and type of enterprise operated by the women entrepreneurs. And to examine the problems and give some practical suggestions to women entrepreneurship. The paper concluded that education did not have much effect on success of women entrepreneurs but, experience did have. Also it stated that to be successful in entrepreneurship women need to be confident intelligent alert and good decision makers.

Rani et.al. (2016) studied the barriers faced by women entrepreneurs in rural India with special reference to Haryana. The study was mainly a primary study. It studied the response of 200 women entrepreneurs in Jind district of Haryana, which was chosen using convenient sampling method. The findings revealed that lack of family support, non-cooperation of male counterparts, weak bargaining position, psychological barriers, lack of experience, lack of knowledge, lack of society support, harassment, difficulties in getting loans to set up a business, lack of awareness about credit facilities for women, lack of infrastructure facilities, strict regulations and policies, attracting customers, lack of marketing skills and unfavourable market behaviours were the major problems faced by the women entrepreneurs.

3. OBJECTIVES

This study was undertaken with the following objectives

- i. To study the motivational factor and source of support for Women Entrepreneurs.
- ii. To identify the problems faced by Women Entrepreneurs in Pernem Taluka.
- iii. To study the level of awareness about Government schemes.

4. RESEARCH METHODOLOGY

4.1. Data Collection

Primary source of data has been used to collect the data. Primary source such as survey and personal interviews with the women entrepreneurs were conducted to gather information. A sample of 75 women entrepreneurs in Pernem taluka was undertaken. The sample was selected based on convenient sampling method. 15 women entrepreneurs each who were into activities such as tailoring, beautician, shop keepers, pickle/papad/masala makers, Supermarket owners were chosen for the purpose of the study. The study was undertaken in the month of November-December 2018.

4.2. Area of Study

The study is conducted in Pernem taluka of Goa, India. Here the population majorly comprises of hindu population. This taluka is to the north of Goa, sharing boundary with the state of Maharashtra. Towards the south of Pernem is Bardez taluka, towards the east is Bicholim taluka and Arabian sea lies towards the west. The people of Pernem are mainly engaged in activities like agriculture, fishing, spice and cashew plantation, tourist related activities etc.

5. DATA ANALYSIS AND INTERPRETATION

The analysis of data is the most skilled task in the research process. It calls for the researchers own judgments and skills. Analysis means critical examination of the assembled and group data for studying the characteristics of the objects under study. The data has been tabulated and analysed below. The data is categorised into the following sections.

- I. Socio-economic details
- II. Business information
- III. Motivation and support related information
- IV. Problems and difficulties faced related information
- V. Awareness about schemes.

I. Socio-economic details about the women Entrepreneurs

In this section the socio-economic details of the women entrepreneurs have been studied.

Table 1.1: Age group of female entrepreneurs

Age Group	Number of women Entrepreneurs
21-30	27
31-40	40
41-50	06
50 and above	02

Source: Primary Data

From the above Table 1.1 it is observed that, there are 75 Female respondents, out of which 27 women entrepreneurs belonged to the age group 21-30. Most of the respondents i.e. 40 were from 31-40 age group. Only 06 respondents were between the age group of 41-50. While the remaining 02 women respondents were above 50 years of age. Most of the women entrepreneurs were less than 40 years.

Table 1.2: Educational qualification

Educational qualification	Number of women Entrepreneurs
Illiterate	06
Elementary	32
Secondary/intermediate	33
Any other	04

Source: Primary Data

The above Table 1.2 depicts the educational qualifications of the women entrepreneurs under study. It can be seen that of the 75 Female respondents, 06 women entrepreneurs were illiterate. While 32 of the women entrepreneur respondents had elementary education. 33 respondents had obtained Secondary/Intermediate education. Whereas 04 women entrepreneurs had obtained other educational qualification viz. diploma, certificate course etc. Thus most of the women entrepreneurs in Pernem had elementary or intermediate education.

Table 1.3: Marital Status

Marital Status	Number of women Entrepreneurs
Married	49
Unmarried	26
Others	0

Source: Primary Data

Marital status is depicted in Table 1.3. It can be noted that of the 75 Female entrepreneurs, 49 women entrepreneurs were married, while 26 of the respondents were unmarried.

Table 1.4: Religion

Religion	Number of women Entrepreneurs
Hindu	70
Muslim	02
Christian	03
Others	00

Source: Primary Data

From the survey conducted and as exhibited in the Table 1.4, it is observed that among 75 Female respondent entrepreneurs, majority were Hindu with a count of 70 and very few i.e. 02 and 03 were Muslim and Christian women entrepreneur respectively.

Table 1.5.1: Family background in business or agriculture

Family Background	Number of women Entrepreneurs
Agriculture	42
Business	18
Others/No business Background	15

Source: Primary Data

The above Table 1.5.1. depicts that from among 75 Female entrepreneurs, 42 of them come from Agricultural background. 18 respondents belonged to family having Business background. While 15 women entrepreneurs were first time entrepreneurs in their family as they or their family had no business background in the past.

Table 1.5.2: Type of Family

Type of Family	Number of women Entrepreneurs
Joint Family	61
Nuclear Family	14

Source: Primary Data

As seen in Table No 1.5.2, most of the respondents i.e. 61 of them belonged to joint family, while 14 women entrepreneurs came from nuclear family.

II. Business related information about the Women Entrepreneurs

This section covers the business related information about the women entrepreneurs such as the business was started by whom, the duration since they are into the business. The number of employees working with the women entrepreneurs, the business income etc.

Table 2.1: Business started by themselves or by family.

How did you get started into this business	Number of women Entrepreneurs
Family business	15
Self business	60

Source: Primary Data

From the Table 2.1. it is visible that out of 75 female respondents' 60 respondents have started their business by themselves whereas 15 were running or carrying their family business forward.

Table 2.2: For how long have you been into this business

How long are you into this business	Number of women Entrepreneurs
Less than 5 years	44
5-10 years	26
10 years and above	5

Source: Primary Data

The above Table 2.2 states that, of the 75 Female entrepreneurs, 44 respondents were in their business for less than 5 years, whereas 26 were into business for the past 5-10 years. Very few women entrepreneurs i.e. only 05 were into business for above 10 years.

Table 2.3: Number of employees

Number of employees	Number of women Entrepreneurs
Below 5	62
5-10	13
10-20	0
Above 20	0

Source: Primary Data

The above Table 2.3 depicts that out of 75 Female respondents, 62 women entrepreneurs have less than 5 employees working under them. While 13 women entrepreneurs had 5-10 employees working under them. No women entrepreneur had 10 or more employees working under them.

Table 2.4: Source of finance

What is your source of Finance	Number of women Entrepreneurs
Self- financing	51
Bank loan	12
Friends/ relatives	12
Others	0

Source: Primary Data

The sources of finance used by the women respondents is depicted in the Table 2.4. It can be seen that of 75 Female respondents (entrepreneurs), 51 women self-financed their business. 12 of them took bank loan as a source of finance. Another 12 of them obtained the finance needed by them from their Friends or Relatives and none had other categories or source of financing.

Table 2.5: Monthly Turnover

Monthly Turnover	Number of women Entrepreneurs
Below 20000	45
20000-50000	25
50000-100000	05
100000 and above	0

Source: Primary Data

From the survey conducted, the above Table 2.5 exhibits that out of 75 Female respondents, Majority i.e. 45 women entrepreneurs have a monthly turnover below Rs.20000. 25 women entrepreneurs had a monthly turnover between Rs.20000 - 50000. Very few i.e. only 05 respondents had a monthly turnover between Rs.50000 - 100000 and none had turnover above Rs.100000.

Table 2.6: Duration of time you took to settle down in the business

Duration of time you took to settle down in the business	Number of women Entrepreneurs
1 year	38
2-3 years	35
3-5 years	02
Above 5 years	0

Source: Primary Data

The duration of time taken by the women entrepreneurs to settle down in their business is depicted in Table 2.6. It can be seen that out of 75 Female respondents, 38 respondents took 1 year to settle in their business, 35 of the respondents took 2-3 years. While only 02 respondents took 3-5 years to settle down. None took 5 years or more to settle.

III. **Motivation and Support to the Women Entrepreneurs**

This section deals with support and motivation gained by the women entrepreneur in doing the business from the family members, employees, the levels of the women themselves in being motivated to gain something in future, the ability to take risk etc.

Table 3.1: Family members support and help you in your business

Do your family members support/ help you in your business	Number of women Entrepreneurs
Yes	67
No	8

Source: Primary Data

Support and help by their family members in their business is shown in Table 3.1. it is observed that out of 75 Female respondents, 67 respondents' family members accompany and help them in their business. Only 8 women entrepreneurs had none of their family members accompanying or helping them in their business.

Table 3.2: Reasons of Influence or Motivation to start or choose business as a career

Reasons of Influence or Motivation to start business as a career	Number of women Entrepreneurs
Family and/or its responsibility	34
Demand for Business	18
Self-motivation and desire	23
Others	0

Source: Primary Data

The reasons for choosing business as a career by the women entrepreneurs are exhibited in Table 3.2. It can be observed that out of 75 Female respondents, Family and /or its responsibility influenced 34 of them to start business as a career. 18 women entrepreneurs choose to start business due to demand for business, while 23 out of 75 respondents were self-motivated to choose business as a career for them.

Table 3.3: Expectation from business / future goals

Expectation from business/ future goals	Number of women Entrepreneurs
Profit	66
Growth	08
Expansion	01
Diversification	0

Source: Primary Data

In the above Table 3.3 it is observed that, out of 75 Female respondents, 66 women entrepreneurs expected and aimed to earn profit from the business. 08 of the respondents expected and aimed at growth of their business. While 01 respondent aimed for expanding her business and setting one more outlet of her business.

Table 3.4: Prefer and able to take risk in your business

Prefer and able to take risk in your business	Number of women Entrepreneurs
Yes	29
No	19
Maybe	27

Source: Primary Data

The ability to take risk in the business by the women respondents is shown in the Table 3.4. It can be seen that out of 75 Female respondents, 29 respondents preferred to take risk in the business, while 19 of them were not able to take risk. A big number of respondents i.e. 27 were not sure of whether they will be able to handle risk.

Table 3.5: Decision making

Decision making	Number of women Entrepreneurs
Discuss with employees	09
Discuss with family members	33
My self	30
Consult Expert	03

Source: Primary Data

The above Table 3.5 showcases the decision making by the women entrepreneurs in the business. It can be seen that out of 75 Female respondents, 9 women entrepreneurs took decisions after discussing with their employees. 33 women entrepreneurs took decisions after consulting their family members. 30 of them took decisions about their business themselves. While 3 of the respondents sought professional advice in decision making.

Table 3.6: Work experience possessed in the area of business

Work experience possessed in the area of business	Number of women Entrepreneurs
Yes	44
No	31

Source: Primary Data

From the above Table 3.6, it is observed that out of 75 female respondents, 44 women entrepreneurs had work experience before entering into business while 31 of the women did not have work experience.

Table 3.7: Do your employees motivate you

Do your employees motivate you	Number of women Entrepreneurs
Yes	72
No	03

Source: Primary Data

From the above table it is noticed that out of 75 female respondents, 72 women entrepreneurs were motivated by their employees to do the business and achieve their goals. A few of them i.e. only 03 respondents felt they were not motivated by their employees in their business.

Table 3.8: Main focus or aim of the business

Main focus or aim of the business	Number of women Entrepreneurs
Provide Quality product/service	29
Social contribution	04
Lower cost/ Economy	0
Earn Profit	42

Source: Primary Data

From the study conducted and data depicted in the Table 3.8, it is observed that large number of female entrepreneurs i.e. 29 of them focus on providing quality products or service. 04 of the women entrepreneurs aimed at contributing towards the society. While most of them i.e. 42 of them aimed at earning profits.

IV. Problems and Difficulties faced by Women Entrepreneurs.

This section deals with the nature of problems face by the women in starting and running the business.

Table 4.1: Nature of Problem faced in starting business

Nature of problem faced	Number of women Entrepreneurs
Financial	28
Household Responsibility	23
Difficulty in choosing type of business	10
Others	14

Source: Primary Data

Nature of the problems and difficulties faced while starting the business by these women entrepreneurs is depicted in the Table 4.1. Out of 75 Female respondents, 28 women entrepreneurs faced Financial problem at the time of starting the business. While 23 of the respondents had house hold responsibility to shoulder along with the business. 10 of women entrepreneurs faced difficulty in choosing the type of business to venture into. 14 of them have faced other problem in starting a business, like identifying place, managing transport etc.

Table 4.2: Nature of Problem faced in running the business.

Nature of Problem faced	Number of Entrepreneurs
Lack of Training	28
Lack of Book keeping and accounting knowledge	21
Lack of Guidance and awareness	41
Lack of Family support	08
Lack of Networking or marketing	14
Family responsibility	29
Repayment of Loan and interest	25
Not able to manage the business/ Dependence on family or spouse	04
Any other reason	03

Source: Primary Data

Nature of problems faced while running the business by the women entrepreneurs is exhibited in Table 4.2. It can be seen that 28 of the women entrepreneurs faced the problem in running the business due to lack of training, 21 of them lacked the knowledge of book keeping and accounting. 41 of the women entrepreneurs faced the problem as they had lack of guidance and awareness of sources of information, schemes etc., for clarifications. 08 women had lack of family support. Most of the women had family support, but being women, managing their business and family chores and other responsibility made it bit difficult for them. 14 of them faced difficulty in networking and marketing. 25 of them felt that burden of repayment of loan and interest amount, the stress of it and managing it makes it difficult. A few of them felt they are not able to manage the business on their own, they depend on the family or spouse.

V. Awareness about schemes and requirements by Government Authorities

This section deals with the level of awareness about the Government schemes and possession of the license by the women entrepreneurs.

Table 5.1: Possession of license to do this business

Possession of license to do this business	Number of women Entrepreneurs
Yes	46
No	29

Source: Primary Data

The above Table 5.1 states that out of 75 Female respondents, 46 women entrepreneurs had a license to do the business, whereas 29 of them did not possess a license.

Table 5.2: Awareness about Financing and other schemes provided by the Government of Goa

Awareness about schemes by Govt.	Number of women Entrepreneurs
Yes	23
No	52

Source: Primary Data

Most of the women entrepreneurs i.e. 52 of them were not aware about the financing and other schemes provided by the Government of Goa as seen from the Table 5.2.

6. FINDINGS AND CONCLUSION

From the study it can be noted that most of the respondents belonged to the younger age group of 21-40. Most of the women entrepreneurs had education at least upto the secondary level. Many of the respondents were married and belonged to Hindu religion. 42 of the women respondents had agricultural knowledge and background. Most of them belonged to joint families. These women were in the business for a period of less than 5 years. Thus most of them are new and budding entrepreneurs. The initial funding was put in by the women in most of the cases. Almost 45 of the women had earnings below Rs.20000 per month. The women entrepreneurs in Goa had support and help of their family members in the business. Majority of them had less than 05 employees working under them. Almost 46 of the women entrepreneurs did not possess licence which could be attributed to the lack of knowledge about schemes and requirement by the Government.

Almost half of the respondents felt motivated to start the business due to family needs and responsibilities. Quite a few of them i.e. 28 faced difficulty in raising finance. Besides most of them faced difficulty in running the business due to lack of training, lack of the knowledge to maintain accounts and records, family responsibility, finance issues etc. But most of the women entrepreneurs were motivated and aimed to earned profits in the future. It was seen that the women entrepreneurs were dependent on the family members in the decision making.

Thus it can be concluded that most of the women entrepreneurs in Pernem were young married ladies, most belonging to joint families, took up entrepreneurship to cater to the needs of the family and shoulder the family responsibility. Though most of them had lack of knowledge, awareness of few things and schemes by the Government.

They are making an effort to achieve their goals of earning profits and giving good quality goods and service to the society, with the support of their family members. If they are exposed to and made aware about the various schemes, requirements from the Government, they could do even better.

7. SUGGESTIONS AND SCOPE FOR FURTHER RESEARCH

It can therefore be suggested that awareness among the public needs to be created about the various schemes and opportunities available. Further research can be done in a particular type of business category engaged by the women or even in a different geographical area.

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