

Women entrepreneurship development: A study of selected areas in Goa

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Abstract

Women entrepreneurship development is an essential part of human resource development. The development of women entrepreneurship is very low in India, especially in the rural areas. Entrepreneurship amongst women has been a recent concern. Women have become aware of their existence, their rights and their work situation. However, women of middle class are not too eager to alter their role in fear of social backlash. The progress is more visible among upper class families in urban cities. Entrepreneurship is the core of economic development. It is a multi-dimensional task and essentially creative activity. Entrepreneur is key factor of entrepreneurship. Entrepreneurship has been a male-dominated phenomenon from the very early age but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. The position and status of women in any society is an index of its civilization and progress. Despite all legislation and policy commitments and planning, women remain a vulnerable group. If we are to translate the policy commitment of Women's empowerment in to a reality we would have to go beyond the current outlook on gender budgeting which excludes several dimensions of the problem. We have to go in for a more broad based approach that addresses planning, adequate resources allocation, programme design and formulation, targeted intervention and implementation based upon the requirement of Women residing at the field level with their participation. This has to be supplemented by relentless reality checks at the field level. Gender mainstreaming has to be guiding force in all this activities to maximize outreach of public expenditure and benefits for women's. Further universalizing access is very important for meaningful outcomes. Right efforts from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. The following measures are suggested to empower the women to seize various opportunities and face challenges in business.

Keywords: women entrepreneurship, civilization and progress

Introduction

Women Entrepreneurs may be defined as the women or a group of women who, initiate, organize and cooperate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women.

The Indian women are no longer treated as show pieces to be kept at home. They are also enjoying the impact of globalisation and making an influence not only on domestic but also on international sphere. Women are doing a wonderful job striking a balance between their house and career.

Women entrepreneurship has been recognised as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organisation and business problems.

However, they still represent a minority of all entrepreneurs. Women entrepreneurs often face gender-based barriers to start and grow their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc.

Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment, thus contributing to the Millennium Development Goals

(MDGs). Thus, governments across the world as well as various developmental organizations are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures.

At present, women involvement in economic activities is marked by a low work participation rate excessive concentration in the unorganized sector and employment is in less skilled jobs. Women in India still perform their traditional roles in their houses and agriculture. They do not engage in any of the economic activities without assistance from their men-flock due to socio-cultural traditional practices and conventions. The development of women entrepreneurship is very low in our country. This is absolutely true in the case of rural women, though the urban women have slightly enjoyed a better status in the society.

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This project focuses on the status of women entrepreneurs and the problems faced by them when they ventured out to carve their own niche in the competitive world of business environment. Empowerment of women is essential as their

thoughts and their value system lead to the development of good family, good society and ultimately a good nation.

Objective of Study Women Entrepreneurs

1. To study and to divert the attention of talented women of our city towards the available opportunities to become a successful entrepreneurs.
2. To portray the profile and nature of enterprises carried by women entrepreneurs in selected areas of Goa.
3. To identify and recommend the business that is most suitable for Women in Goa.
4. To study and highlight the major problems/hurdles in the way of women who want to start an independent business.
5. To document existing policies, programs, institutional networks and the involvement of support agencies in promoting women's entrepreneurship.

Scope

This study has been conducted within a short time frame. Thus the scope of the study is Limited to Women Entrepreneurs in selected areas of Goa.

Research Methodology

The type of research is descriptive. The major purpose of descriptive research as the term implies is to describe characteristics of population or phenomenon descriptive research seeks to determine the answers to what, who, when and how question. Descriptive research often helps segment and target population.

Accuracy is of paramount importance in descriptive research. Although errors cannot be completely eliminated, good researchers strives for descriptive precision. Descriptive studies are based on some previous understanding of the nature of the research problem.

Primary Source

Primary data was collected with the help of well-structured questionnaire and discussions with the entrepreneurs of sample size of 120 women entrepreneurs.

Secondary Sources

The secondary data was obtained from various books, magazines, periodicals, journals and Websites. A research design is a master plan specifies the method and procedures for collecting and analysing the needed information. It includes sources of information, the research method or technique, the sampling methodology and questionnaire. All the details are mentioned below.

Target Population

The following information clearly specifies the elements (people) come under target population. All middle class women. Specifically fresh degree holders and graduates who are finding jobs and households women. The age of women is ranging from 21 and above.

The survey is being conducted and data is being collected from selected areas of Goa like Panaji, Vasco, Margao, Pilar, Goa-Velha, Cortalim, Mapusa, Miramar and etc.

Women Entrepreneurship

According to Collins Cobuild English language Dictionary, 1987, "An entrepreneur is the person who sets up business deals in order to make a profit." According to J.B Say, "An entrepreneur is an economic agent who unites all the means of production, the labour of the one and capital or land of the others and who finds in the valley of the products which results from their employment, the reconstitution of the entire capital that he utilizes the wages, the interest and the rent which he pays as well as the profit belonging to himself"

Skills Required For Entrepreneurship/ Entrepreneur

1. Conceptual skill

An idea of starting something new/improving an existing one. The entrepreneur should have full knowledge about the business which he is going to start because he is the person who is responsible to set up business.

2. Technical skill

Technical skill refers to proficient use of methods, processes, procedures and techniques for production. It also includes using various plant and machinery and modern technology to minimize cost of production. It is an art of converting natural resources into goods and services which are beneficial to the society in general and to the customer in particular this skill brings extreme change.

3. Human relation skill

Human relation skill refers to dealing with the people or the worker who are instrumental in converting dream of entrepreneur into entrepreneurship. An entrepreneur must maintain good relationship with employees, public, customers, etc. for which he should have emotional stability, patience and positive attitude. Healthy relation is needed between both the parties.

4. Decision making

It refers to what, where, how much and what price and whom to sell or reduce. Right decision at right time is required. Time and situation will not wait for anybody. A good decision maker is likely to become a good entrepreneur.

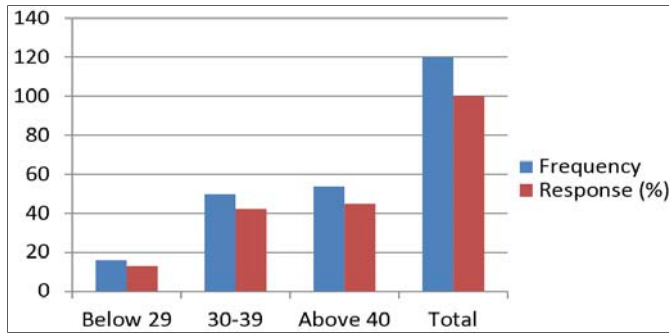
5. Marketing skill

Marketing is a back bone of organization which generates profit. The finished product is meant for sale and not for stock purpose. Marketing means increase in a quality of sale from time to time by adopting various methods. As an entrepreneur, he must possess the technique of selling goods in the market.

A field survey was conducted to know the actual position of entrepreneurship development. The study was based to identify the entrepreneurial organisations run by women entrepreneurs, financial assistance available to them, their educational background, age and profile.

Table 1: Ages group of women entrepreneurs

ages	Frequency	Response (%)
Below 29	16	13
30-39	50	42
Above40	54	45
Total	120	100



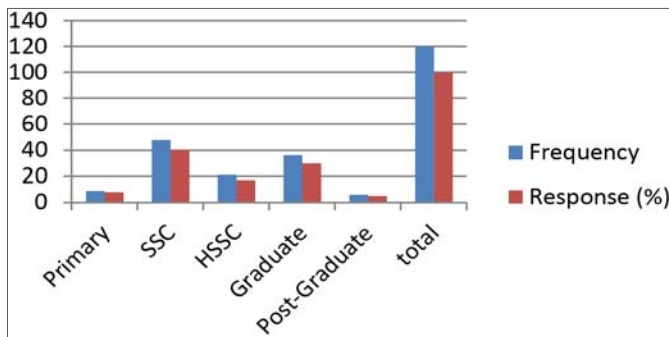
*Source:-QUESTIONNAIRE

Graph 1

The graphical representation clearly indicates that a majority of women entrepreneurs belong to the age group of above 40 years. Many belong to the age group of 30 -39. A small % of women fall in the age group below 29.

Table 2: Education group of women entrepreneur

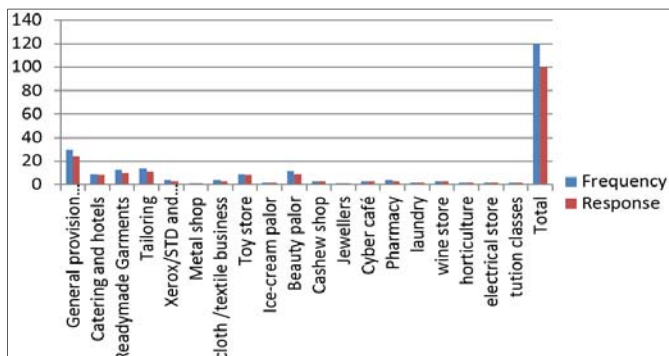
Education	Frequency	Response (%)
Primary	9	8
SSC	48	40
HSSC	21	17
Graduate	36	30
Post-Graduate	6	5
total	120	100



*Source:-QUESTIONNAIRE

Graph No: 4.2

Women entrepreneurs had different educational qualifications which were observed while conducting the study. Most respondents were SSC. Many had completed Graduation and HSSC. There were few who din complete Post Graduation and Primary.



*Source:-QUESTIONNAIRE

Graph 3

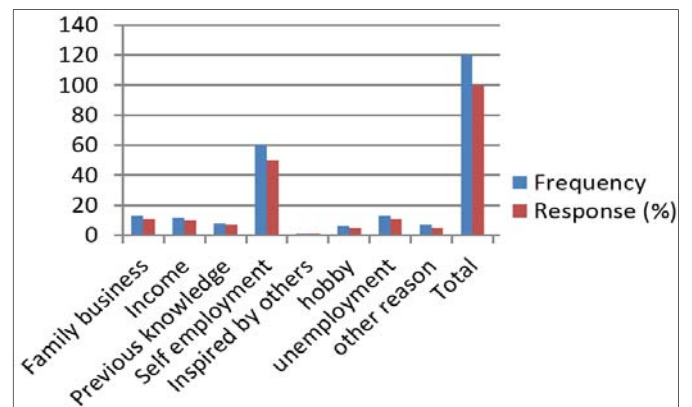
Table 3: Types of activities undertaken by the women entrepreneurs

Activities undertaken	Frequency	Response
General provision stores	30	24
Catering and hotels	9	8
Readymade Garments	13	10
Tailoring	14	11
Xerox/STD and photo studio	4	3
Metal shop	1	1
Cloth /textile business	4	3
Toy store	9	8
Ice-cream parlor	2	2
Beauty parlor	12	9
Cashew shop	3	3
Jewellers	1	1
Cyber café	3	3
Pharmacy	4	3
Laundry	2	2
Wine store	3	3
Horticulture	2	2
Electrical store	2	2
Tution classes	2	2
Total	120	100

Out of total respondents in the survey, 24% respondents were in the business of General Provision Store. Then 11% of respondent were found of tailoring profession. 10% of women were running readymade garment outlet. Interestingly, there were also women engaged in different business like catering, cyber cafe, Xerox, textile, laundry, etc. Some were found running cashew shop, ice-cream parlor and jewellery shop.

Table 4: Reason for starting business

Reason	Frequency	Response (%)
Family business	13	11
Income	12	10
Previous knowledge	8	7
Self-employment	60	50
Inspired by others	1	1
Hobby	6	5
unemployment	13	11
other reason	7	5
Total	120	100



*Source:-QUESTIONNAIRE

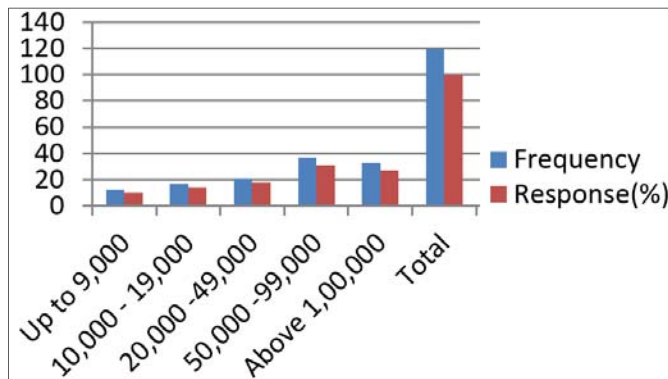
Graph 4

As show in the bar graph 50% of the respondents started business for the purpose self-employment. About 11% pursued with their family business self and unemployment. About 10% of

the respondent started business due to earn income. Interestingly 7% of women took initiatives as they had knowledge for same. About 5% of women started because it was their hobby and same in case of others. Few started as it was their inspired by others business.

Table 5: Own Capital Employed

Own Capital	Frequency	Response (%)
Up to 9,000	12	10
10,000 - 19,000	17	14
20,000 -49,000	21	18
50,000 -99,000	37	31
Above 1,00,000	33	27
Total	120	100



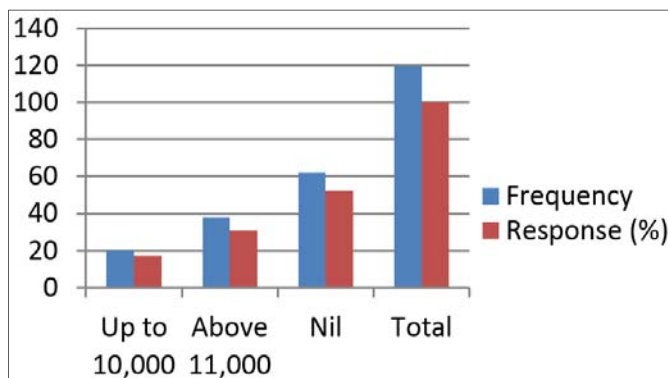
*Source:-QUESTIONNAIRE

Graph 5

About 27% of the respondents used above Rs 100,000 as start-up capital. 31% of them used between Rs 50,000–99,000. Others started their business with the capital of Rs 49,000 and below.

Table 6: Amount of Borrowed Capital

Borrowed capital	Frequency	Response (%)
Up to 10,000	20	17
Above 11,000	38	31
Nil	62	52
Total	120	100



*Source:-QUESTIONNAIRE

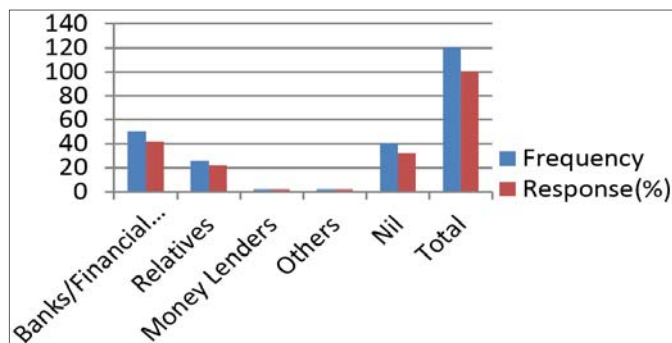
Graph 6

About 17 % of women entrepreneurs borrowed up to Rs 10,000 and 31% respondents borrowed more than Rs 11,000 and the

rest did not borrow capital at the initial stage but they used their savings to start their business.

Table 7: Sources of borrowings

Sources of Borrowings	Frequency	Response (%)
Banks/Financial Institutions	50	42
Relatives	26	22
Money Lenders	2	2
Others	2	2
Nil	40	32
Total	120	100



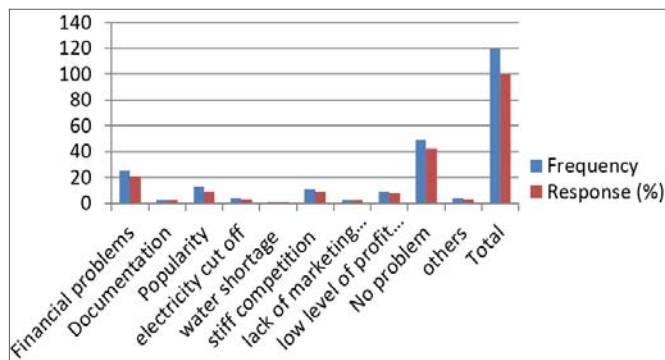
*Source:-QUESTIONNAIRE

Graph 7

Interestingly, 42% of the respondents had taken loan from bank/financial institution to start their business. About 32% did not borrow fund but used their savings. Around 22% of the women borrowed from their relatives and friends. It was also known that 2% borrowed fund from money lenders.

Table 8: Problems confronted

Problems Confronted	Frequency	Response (%)
Financial problems	25	21
Documentation	2	2
Popularity	13	9
electricity cut off	4	3
water shortage	1	1
stiff competition	11	9
Lack of marketing assistance	2	2
low level of profit at initial stage	9	8
No problem	49	42
Others	4	3
Total	120	100



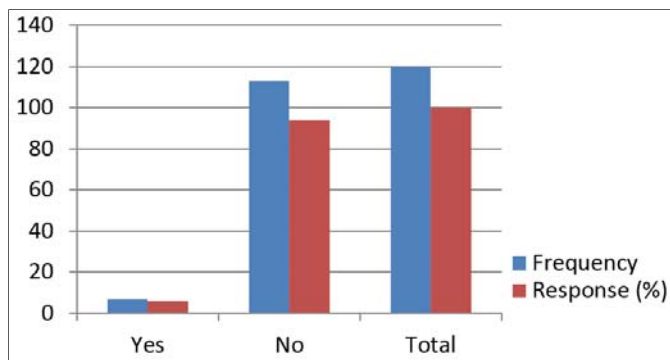
*Source:-QUESTIONNAIRE

Graph No: 4.8

When asked about the problems confronted, most of the respondents told it was the financial problems which they faced while starting the business at the initial stage. 9% of the people said that popularity was also another problem they confronted. Competition faced in the market is also a problem. Some other problems faced by the respondents are electricity cut off, water shortage, stiff competition, documentations, and low level of profit at initial stage of business, etc. It was also know that 42% did not face any problem.

Table 9: Government facilities availed

Government facilities availed	Frequency	Response (%)
Yes	7	6
No	113	94
Total	120	100



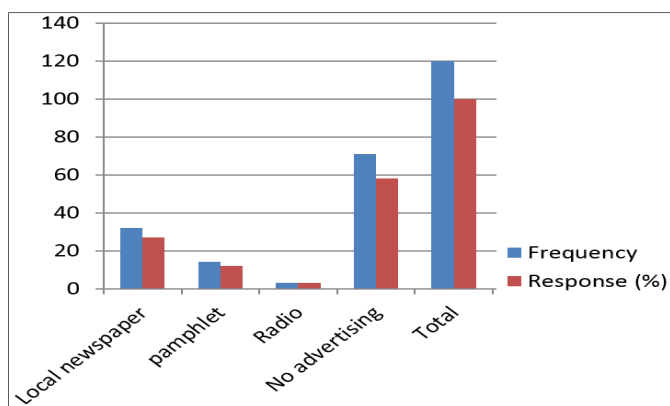
*Source:-QUESTIONNAIRE

Graph 9

In the above graphical representation it was seen that a very few % of the respondent got the benefits of the government facilities. It was observed that majority of them did not get the government facility to start the business.

Table 10: Use of Advertising Media

Medias:	Frequency	Response (%)
Local newspaper	32	27
Pamphlet	14	12
Radio	3	3
No advertising	71	58
Total	120	100



*Source:-QUESTIONNAIRE

Graph 10

As seen in the bar graph 27% of the respondents advertised through local newspapers and 12% of the women used pamphlets. About 3% of them advertised on radio and 58% of them did not advertise at all.

Conclusions

Entrepreneurship is the core of economic development. It is a multi- dimensional task and essentially creative activity. Entrepreneur is key factor of entrepreneurship. Entrepreneurship has been a male-dominated phenomenon from the very early age but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. The position and status of women in any society is an index of its civilization and progress.

Women entrepreneurs tend to be highly motivated & self-directed; they also exhibit a high internal locus of control & achievement. Researchers contend that women business owners possess certain specific characteristics that promote their creativity and generate new ideas and ways of doing things. One key characteristic of all successful entrepreneurs is that they have vision. They find a niche in a particular market and find a way to fill it. They give life to their vision/business and either personally or finding a way to make it happen. This "vision" keeps them focused and able to bring product or service to the market.

Problems/Hurdles of women entrepreneurship

Problem of finance: Finance is regarded as "life blood" for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance on two counts. Firstly, women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited.

Secondly, the banks also consider women less credit- worthy and discourage women borrowers on the belief that they can at any time leave their business. Given such situation, women entrepreneurs are bound to rely on their own savings, if any and loans from friends and relatives who are expectedly meager and negligible. Thus, women enterprises fail due to the shortage of finance.

Scarcity of Raw Material

Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs. Added to this are the high prices of raw material, on the other.

Stiff Competition

Women entrepreneurs do not have organization set- up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises.

Family Ties

In India, it is mainly a woman's duty to look after the children and other members of the family. Man plays a secondary role only. In case of married woman, she has to strike a fine balance between her business and family. Her total involvement in family leaves little or no energy and time to devote for business. Support and approval of husbands seem necessary condition or

women's entry in to business. Accordingly, the educational level and family background of husbands positively influence women's entry into business activities.

Lack of Education

In overall majority of women are still illiterate. Illiteracy is the root cause of socio- economic problems. Due to the lack of education, women are not aware of business, technology and market knowledge. Also, lack of education causes low achievement motivation among women. Thus, lack of education creates problems for women in the setting up and running of business enterprises.

From the above study it is found that there are large numbers of small business activities where the women entrepreneurs can play a very significant role. But one of the major problems faced by the women entrepreneurs is social and cultural traditions which limit the role of women as supplementary income providers.

Exploiting women's potential and converting it into profits is the key step to economic development in present age of globalization. There is a major challenge for policy makers to ameliorate the conditions for the establishment and growth of women-owned business.

Women entrepreneurs should also try to get full moral and financial support from their family members. The local government and banks should come forward to help women entrepreneurs for providing loan at easy terms and conditions. Women entrepreneurs must be entrusted to participate in international business in the present age of globalization through trade fairs and exhibitions. With the help of all these positive efforts, women entrepreneurs may emerge as a role model and touch new heights in the field of present business world.

Entrepreneurs among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Women entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

Despite all legislation and policy commitments and planning, women remain a vulnerable group. If we are to translate the policy commitment of Women's empowerment in to a reality we would have to go beyond the current outlook on gender budgeting which excludes several dimensions of the problem. We have to go in for a more broad based approach that addresses planning, adequate resources allocation, programme design and formulation, targeted intervention and implementation based upon the requirement of Women residing at the field level with their participation. This has to be supplemented by relentless reality checks at the field level. Gender mainstreaming has to be guiding force in all this activities to maximize outreach of public expenditure and benefits for women's. Further universalizing access is very important for meaningful outcomes.

Right efforts from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. The following measures are suggested to empower the women to seize various opportunities and face challenges in business.

- a) There should be a continuous attempt to inspire, encourage, motivate and cooperate women entrepreneurs.
- b) An Awareness programme should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.
- c) Attempts should be there to enhance the standards of education of women in general as well making effective provisions for their training, practical experience and personality development programmes, to improvise their over-all personality standards.
- d) Organize training programmes to develop professional competencies in managerial, leadership, marketing, financial, production process, profit planning, maintaining books of accounts and other skills. This will encourage women to undertake business.
- e) Vocational training to be extended to women community that enables them to understand the production process and production management.
- f) Educational institutes should tie up with various government and non-government Agencies to assist in entrepreneurship development mainly to plan business projects.
- g) International, National, Local trade fairs, Industrial exhibitions, seminars and conferences should be organized to help women to facilitate interaction with other women entrepreneurs.
- h) Women in business should be offered soft loans & subsidies for encouraging them into Industrial activities. The financial institutions should provide more working capital Assistance both for small scale venture and large scale ventures.
- i) Making provision of micro credit system and enterprise credit system to the Women Entrepreneurs at local level. Schemes of Ministry of Women and Child Development.

Support to training and employment programme for women (step)

The STEP Programme aims to increase the self-reliance and autonomy of women by enhancing their productivity and enabling them to take up income generation activities. It provides training for skill up graduation to poor and asset less women in the traditional sector viz. agriculture, animal husbandry, dairying, fisheries, handlooms, handicrafts, khadi and village industries sericulture, social forestry and wasteland development.

To mobilize women in small viable groups and make facilities available through training and access to credit.

To provide training for skill up graduation.

To enable groups of women to take up employment-cum- income generation programmes by providing backward and forward linkages.

To provide support services for further improving training and employment conditions of women.

(A) 100 Per cent assistance

Project staff and administrative cost. Training- stipend, training of trainers, skill up graduation reinforcement, training-cum-production centres and raw material for training. Support to members for formation of co-operative societies, producers, workers co-operatives leading to formal legal organization. Support services-education, general awareness, health-

care, sanitation, nutrition/crèche facilities for dependent children, wherever convergence of these services are not available will be provided as part of the project cost. Marketing support - marketing/sales personnel, stock provision and buyers credit godowns, marketing outlets, quality control and managerial support.

(B) 50 per cent assistance

Construction of individual work sheds and production centers not related with training 50 percent of the total cost on this complement will be borne by the Government of India and 50 per cent will have to be borne by the implementing agency.

(C) Working capital/raw material requirements

Financial assistance will be provided for working capital and raw material in a phased manner starting with 100 per cent during the first year, 50 per cent in the second year and 30 per cent in the third year of the project.

Suggestions

1. Right efforts from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. Following efforts can be taken into account for effective development of women entrepreneurs.
2. Consider women as specific target group for all developmental programs. Better educational facilities and schemes should be extended to women folk from government part.
3. The government programme for women development began as early as 1954 in India but the actual participation began only in 1974. At present, the Government of India has over 27 Schemes for women operated by different departments and ministries. Some of the schemes for women empowerment are:
 - a. Integrated Rural Development Programme (IRDP)
 - b. Training of rural youth for Self-employment (TRYSEM)
 - c. Prime Minister's Rojgar Yojana (PMRY)
 - d. Women's Development Corporation Scheme(WDCS)
 - e. Working Women's forum
 - f. Indira Mahila Yojana
 - g. Mahila Samiti Yojana
 - h. Rashtriya Mahila Kosh
 - i. Khadi and Village Industries Commission
 - j. Indira Priyadarshini Yojana
 - k. SIDBI's Mahila Udyam Nidhi Mahila VikasNidhi
 - l. SBI's SreeShaki Scheme
 NGO's Credit Schemes
4. Adequate training programs on management skills to be provided to women communities. Encourage women participation in decision making. Vocational training to be extended to women community that enables them to understand the production process and production management.
5. Training and counselling on a large scale of existing women entrepreneurs to remove psychological causes like lack of self-confident and fear of success.
6. Counselling through the aid of committed NGOs, psychologist, managerial experts and technical personnel should be provided to existing and emerging women entrepreneurs.

7. Continuous monitoring and improvement of training programmers. Activities in which women are trained should focus on their marketability and profitability.
8. Encourage more passive woman entrepreneurs. The women training programme should be organised to recognise her own psychological needs and express them.
9. State finance corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
10. Making provision of micro credit systems and enterprise credit system to the women entrepreneurs at local level.
11. Industrial estates could also provide marketing outlets for the display and sale of products made by women.
12. A women entrepreneur's guidance cell set up to handle the various problems of women entrepreneurs all over the state.
13. Training in entrepreneurial attitudes should start at the high school level through well designed courses, which build confidence through behavioural games.
14. There should be a continuous attempt to inspire, encourage, motivate and cooperate Women Entrepreneurs.

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