CHAPTER - I

INTRODUCTION
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India is the largest country in South Asia and the seventh largest in the world. The nation is gifted with abundant physical and human resources; yet in the Human Development Index it lags very much behind several nations. It holds only the 139th position (WHO, 1999) among the 174 countries of the world. The Asian Development Bank (1999) has pointed out that the country’s per capita income is only $390 which is one of the lowest in the world. Paradigm shifts in economy is possible only through entrepreneurship development.

Entrepreneurship refers to a process of action an entrepreneur undertakes to establish his/her enterprise. The very concept of development would have remained a fantasy, not withstanding the abundance of all the economic resources but one, had it not been because of ‘Entrepreneur’. The march of a nation on the path of economic prosperity has proved this theorem beyond the realm of conceivable doubt (Bisht and Shanna, 1991).

One of the biggest hurdles to the Indian economic prosperity is the mounting unemployment ratio. The labour force in India is expected to grow from 397.22 million in 1997 to 449.62 in 2002 and from there to 562 another decade (Rangarajan, 2000). The backlog of unemployment in 1997-2000 was estimated to be 94 million (Competition Success Re 2000). Women constitute a noticeable portion of this group. Gene
employment avenues for the under and unemployed women therefore has become a necessity.

Two known solutions available to the problem of unemployment among women are increasing the wage/salaried jobs and providing facility and support to take up self-employment. The farmer has limited scope while the latter besides generating employment and income leads to the emergence of entrepreneurship.

Women's entry into entrepreneurship has a historical perspective and it is a historical necessity. The development of entrepreneurship in women specially in developing economies like India is viewed as the most effective package to solve the blockades to the prosperity of the nation although it envisages revision and re-examination of long standing attitudes, expectations and patterns of living.

Across the world, the number of women starting their own enterprises is on the increase. In the West, women are increasingly turning to entrepreneurship as a way of coping with the 'glass ceiling’ that seems to prevent them from reaching top managerial positions in organisations (Das, 1999). Rising cost of living, slow growth of real income and growing materialistic aspirations for a better life have compelled many women to take up easier responsibilities on par with male counterparts. Entrepreneurial activities can change or alter the status of women further from that of job seekers to job givers. It sharpens their managerial abilities and in tim it makes them efficient home makers.
Entrepreneurship enables women to pool the small capital resources and skill available with them for fuller utilisation. In a way it helps them to enrich their family relationship through new outlook on tradition in a changing world. It facilitates women to enjoy a broader sense of identity and status not entirely dependent upon family and kinship ties. Shouldering responsibilities and having social contacts outside their home provide them with wider, richer and more varied opportunities for emotional gratification and intellectual development (FAO, 1985).

The atmosphere for the development of entrepreneurship in India has considerably improved after political independence. The Government of India took a number of steps which encouraged diversification and expansion of existing units and also induced new entrepreneurs to enter the industrial field. To begin with, the government has set up financial institutions to provide help to entrepreneurs in augmenting their finance. The second step in this direction was planning. It laid down a system of priorities for industries and also targets to be achieved through the grant of industrial licenses. The Government was also able to develop the infrastructure indispensable for industrial growth. Development of power, water supply, transport, roads, communication facilities etc., essential for industrial development was provided under various schemes of Five-Year Plans. The government offered a large number of incentives in various sectors to promote greater industries. These incentives included providing tax holidays, reduction of import duties on machines, raw materials, spare parts etc.
Although the focus on women in the initial plans were on their welfare aspect, from the Sixtieth Five Year Plan onwards there has been a shift to their economic and total development. The Seventh Plan (1984 - 1989) focused on consciousness raising issues, and training women for employment and entrepreneurship. Twenty seven major schemes targeting women were implemented by various ministries and departments of Government of India.

The National Institute for Entrepreneurship and Small Business Development (NIESBUD) was established in 1987 as an apex body to conduct entrepreneurial training programmes. Directorate General of Employment and Training, Women ITIs and Polytechnics, Vocational Institute for women and Regional Vocational Training Institutes were instituted mainly for imparting training programmes to help aspiring entrepreneurs to strengthen their entrepreneurial motives and acquire skills and capabilities necessary for performing entrepreneurial roles effectively. The Entrepreneurship Development Institute (EDI) was set up in Ahmedabad to train new generation entrepreneurs.

However, the observation of several experts in the field is that Indian planning efforts remained far removed from developing a holistic perspective towards women in development. No attempt has been made to build analytical framework which could relate the allocative strategies of the specific macro economic targets for women and subsequently empowerment. Realizing the limitations of the planning experience, government prepared a National Perspective Plan for Women (NPP) defi
strategies for women within a holistic perspective for the period 1988-2000. In practice, the NPP which came out in 1988 fell short of expectations. It could not spell out a strategic perspective which could guide planners in establishing allocative priorities for women and interrelating the outcomes of the different components of women's programmes to realize specific goals.

The Eighth Plan visualized a life of dignity and security and increased attention was paid by planners and policy makers towards the development of women. The Ninth Plan stressed on the empowerment of women as agents of socio-economic change and development. During the plan period there was a substantial increase of literates among the unemployed persons; thirty percent were illiterate according to 1981 census but their proportion came down to 20 percent in 1991 census. With the regular wage employment shrinking, the educated unemployed have to find opportunities for themselves through taking up self employment which is the cradle of entrepreneurship.

The phenomenon of entrepreneurship is making a steady advance from 1980 as can be evidenced from the growing numbers of women entrepreneurs. There were more than 2,95,680 women entrepreneurs, claiming 11.2 percent of the total 2.64 million entrepreneurs in India during 1995-96. This was almost double the percentage of women among the total population of employed during 1981.

Despite this noticeable increase in women entrepreneurs, the progress is slow when we look at the ratio in terms of the proportion of women entrepreneurs in developed countries. In United States, US Bureau of Census has revealed
that women owned 26 percent of the business in 1980. This increased to 32 percent in 1990 and at the current rate of growth of women entrepreneurs, it would be 50 percent by the year 2000 (Paul et al., 1996). Achieving this target with reference to women entrepreneurship in India is a Herculean task. But efforts in this direction have become a dire necessity.

With the spread of education and new awareness on growing opportunities, many women entrepreneurs have shed their traditional avenues of employment and are spreading their wings to higher levels of 3Es namely Engineering, Electronics and Energy. Women are putting up units to manufacture solar cookers as in Gujarat, small foundries in Maharashtra and TV capacitors in the industrially backward area in the state of Orissa. Even the so-called socially tabooed industrial activity of manufacturing fire crackers and its selling is being done by women entrepreneurs in Mumbai. The women in Kerala is also making a headway both in traditional activities like ready-mades, beauty parlour, embroidery etc. and in non-traditional fields like lens surfacing, fibre glass mouldings, software programmes and the like. So today, no field is unapproachable to trained and determined women of India. But still it cannot be said that women entrepreneurship movement has take off the ground. The movement is still in a transition period (Shyamala, 1999). Women who ventured into the field face many problems and this has affected the quality and quantity of the women owned enterprises. In this juncture, it is felt timely to critically examine the issues, problems and
Concerns of such enterprises their social factors as to suggest appropriate interventions. Toward this end the present study was planned.

Significance of the study

Women entrepreneurs need special attention as they are distinct in many aspects of their career from that of salaried women. Flexibility of workings to suit to the demands of customers, seasonal fluctuations in the leome, zero earnings and even loss of capital, variable work loads and nonavailability of paid supportive services may contribute to the stress and strain of women entrepreneurs who are otherwise starved of time and related human resources. Inadequacy of support systems like neat and well equipped creche, reliable babysitters and reasonably priced time and energy saving kitchen gadgets and ready to eat foods also can add to their problems. Caught up in the axiomatic multiple role concept her entry into the business need reorganising the quantum of time she allocates to other facets of life (David, 1991)

Compared to paid service, entrepreneurship is a complex and taxing function for a majority of women, though it is a challenging one to a few successful performers. Very often it would consume more time than an employed service would, as the former necessitates combination of the roles of an administrator, manager and a worker and demands considerable amount of physical and mental exertion. The flexibility that the entrepreneurship permits, though at times is advantageous to women to start their work little late or to stop it early according to her convenience, in practice it gets extended beyond the nominal
rk hours and leads to curtailment of their personal time and the hours they
ind at home with the family and for the family. The resultant mental strain
work burden in the long run will tell upon her performance in the
mestic front as well as in entrepreneurial venture, posing problems for
self and to the persons depending both at home and at the work place.
ck of sympathetic appreciation of the new situation, insulation from
ervability, the unpreparedness of the family to modify their expectations
d demands on her services and the new set of demands made on the woman
her new status negativate the outcomes of economic emancipation. Even
len she makes arrangements which on the surface appear to be satisfactory,
pressures of her double role may make her less sensitive to the signs of
ent stress combining the two roles. Management of the situation requires
only skill but also physical and psychological acceptance and an
justment to the changes brought about by this combination.
asides these difficulties at the operational level, the women entrepreneur's
blems are aggravated by the multiple norms of confusion which we find in
dian society (Räni, 1985). This gap in the perception of women
entrepreneur's needs, problems and available support system leaves them
en to exploitation resulting in stunted growth or failure of enterprises which
tum lead to problems spreading to their roles in household too.

The term "Woman Entrepreneurship" ringing in all developmental vistas
Indian economy, researchers have come forward to investigate and explore
to this new phenomenon. Women studies at University levels also give
trust to entrepreneurship and its different facets in economic, political, social and personal life. These studies have clearly pinpointed a lacuna in the dual role burdens of women entrepreneurs.

Both the entrepreneurial and home making roles of women are equally challenging and demanding. The quality of life and satisfaction which are the overall outcome of both the roles can mutually strengthen and empower women if the reflections are positive and mar their future if otherwise. To check the spread of negative effects getting rooted in the tradition bound patriarchal type social set up, a holistic appraisal of the complimentary nature, strength and problems of women home maker cum entrepreneurs was felt a timely venture.

Scope of the study

Promotion of women entrepreneurship requires a multi-pronged approach. Women should be motivated to come out of their traditional occupation for accepting more challenging and rewarding economic activities. Concurrently an environment should be prepared to enable their participation. Principally, this would necessitate support from family and the society at large along with what she can expect from the government. This type of holistic appraisal of women entrepreneurship is what is envisaged by the present study.

The factors contributing to the growth of entrepreneurship in a country are the ability and native talents of the people, their access to capital, technology and markets, labour, personal zeal and the education system, supportive political milieu, administrative and legal systems and finally the availability of
scrviccs like incentives and rewards. Projections of the roie models of successful women entrepreneurs with the whole gamul of their experiences and contributions can throw light on the positive sides of women entrepreneurship and motivate prospective entrepreneurs to initiate entrepreneurship and get themselves economically emancipated. On the same line, the experiences of all those who were not as successful as they could be also can be an eye opener for understanding their constraints. A holistic picture of the strengths, weaknesses, opportunities and threats to women entrepreneurship from the near and far environment of women has been the major contribution expected out of the present study.

Objectives of the Study

The overall objective of the study is to find out the complementarity of the two roles—the home making and the entrepreneurial roles of women entrepreneurs in the study area. The specific objectives of the study are:

1. to understand the background of women entrepreneurs and their units.

2. to examine their managerial functions at their
   a) enterprise and
   b) home

3. to identify the problems related to their dual role management.

4. to find out the extent of support they receive from family to meet the dual role demands and

5. to recommend appropriate strategies to promote women entrep
**Delimitation**

As the study aimed at understanding the dual responsibilities of women entrepreneurs as home makers and entrepreneurs, only married women who had the responsibility of managing the home and the enterprise were included in the study so as to ensure reliability of responses. Firms units of less than a year of functioning were excluded. Care was also taken to exclude self-employed women who did not generate employment to others as the present study conceptualised an entrepreneur different from a self-employed person.

Many of the entrepreneurs studied were found to have diversified into other lines of business but most of them did not have separate building, other infrastructure or even workers. For the investigator, this proved a great hurdle specially when it came to the analysis of data. There has been variations in business lines like the same person managing, manufacturing and trading and also servicing units. But more than all these, many of these diversified activities did not enjoy a separate status quo by way of name or by way of its functioning pattern. When a ready made manufacturing unit took up job works on tailoring it is in effect a manufacturing cum servicing unit but to separate them as two separate units was found impossible. Because of these anomalies, consolidation of data of the pilot study became so cumbersome, and hence in the final study, classification was based only on the 'mother units' or the units through which the entrepreneur established herself. However, this limitation was overcome to a great extent through case studies.