Chapter IX

Conclusion, Hypothesis Testing and Suggestions

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And Suggestions

9.1 Introduction:

An extensive study of this magnitude and intensity, involving a large sample of respondents, covering an array of diverse industrial units, physically and financially both big and small, and enquiring into micro and macro issues of business entities, would throw light on otherwise hidden or insignificant matters that matter to the discerning mind. From such research would flow the truths and myths that would open avenues for self-correction and point out the guidelines that could set the course of future action.

The research on “Socio-Economic Study of Jain Women Entrepreneurs” has thrown up several conclusions on the basis of premises of the hypotheses proposed, and, in turn, some suggestions and recommendations have also emerged. This chapter presents all these in three sections: I. Conclusions, II Hypotheses Testing, and III Suggestions and Recommendations.

No doubt, the research is restricted to the Jain community and further distilled and fine-tuned to the domain of Women Entrepreneurs of selected enterprises. Thus, it is both exclusive and special in nature and in purpose. The end of the 20th Century and the beginning of the 21st have opened up to women hitherto inaccessible avenues, be it profession or business, service or sheer adventure. And like fish take to water, so too women have grabbed the opportunities offered in aeronautics to athletics, fashion to food with zest, challenging the men and reaching greater heights. Jain women are not far behind their sisters in every walk of life. Against this background, the purpose of this study takes greater significance as Jain Women have achieved much, spurred by their inborn traits and acquired skills. After all, necessity is the mother of inventions. So, to survive in these times of liberalization and globalization one has to swim with the current, but sometimes also against the current to reach greater heights. Jain Women Entrepreneurs prove the point.
9.2 Conclusions

The conclusions are drawn on the basis of the survey made of the Jain Women Entrepreneurs in Pune district. 132 Jain Women Entrepreneurs were selected as sample throughout the district. The conclusions are based on observations regarding Jain Women Entrepreneurs themselves, their families, and family members, their business progress, performance and problems faced by Jain Women Entrepreneurs

1. Out of 132 respondents, 128 (96.97%) Jain women entrepreneurs were Svetambaras. While 4 (3.03%) were Digambaras. It clearly indicates that the women entrepreneurs of the Jain community not only belong to the Svetambaras sect but they are also very enterprising in the field of business activities. This could also be because of the fact that Svetambaras women enjoy more freedom in matters of socio-economic life, while Digambaras lead a comparatively restricted and spiritual way of life. Another reason is that the number of Digambaras in Pune district is very few compared to Svetambaras.

2. Out of 132 respondents, 56 (42.42%) women started their entrepreneurial career when they were in the age group between 30 and 39. This means the maximum number of Jain women entrepreneurs started their business at young age. 45 (34.09%) of the Jain women entrepreneurs started their business when they were between 21 and 29 years of age. Those Jain women entrepreneurs who were between the age group of 40 and 49 who entered business were 17(12.88%); those who were in the age group between 50 and 59 were 7 (5.30%); those above 60 years were 3 (2.27%); and below 20 years were 4 (3.03%). It is seen that most of the Jain women entrepreneurs started their career after being well settled in their married life and the major responsibilities of family life were fulfilled.

3. All the Jain women entrepreneurs who were below the age of 30 years were married. Generally, the ideal age for marriage is above 20 and below 30. 78 (59.09%) respondent Jain women entrepreneurs were married between age of 20 and 29 years; while 53 (40.15%) women got married below 20 years of age. In Jain community late marriages are not encouraged.

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4. The age group of entrepreneurs and turnover of their businesses units are closely related to each other. 36 (27.27%) units have a turnover between Rs 5 and 25 lakh; out of this group, 28 (77.77%) women were below 40 years of age; 31 (23.48%) have a turnover between Rs 1 lakh and 5 lakh; of these 22 (70.96%) women were below 40 years of age; 24 (18.18%) women entrepreneurs have a turnover between Rs 25 and 50 lakh, out of these, 22 (91.66%) women are below 40 years of age; 16 (12.12%) of these women entrepreneurs have a turnover above Rs 75 lakh; out of these, 15 (93.75%) are below 40 years of age.

It is observed that most of the Jain women entrepreneurs who have a high turnover are below the age of 40, because at this age they are more efficient, have greater self-confidence and energy and ability to work hard.

5. Out of the sample of 132 respondents, 119 (90.15%) women were married and 1 (0.76%) was unmarried when they started their entrepreneurial careers. Women opt to start their businesses after their marriage, i.e. after having married and having settled in family life. They tend to get better family support. 10 (7.58%) women entrepreneurs were widows. They started their business after the death of their husbands and had family support; 2 (1.52%) respondents were divorcees.

6. Migration is the most important factor affecting women entrepreneurs. 87 (65.91%) respondents were from Pune district, and 45 (34.09%) had migrated from outside of Pune district; 118 (89.39%) entrepreneurs were from Maharashtra state, and 14 (10.61%) were from outside Maharashtra. There is less tendency of migration of Jain women entrepreneurs from distant places to Pune district and to Maharashtra state.

7. The reasons for migration of 44 (33.33%) Jain women entrepreneurs were due to their husbands’ businesses being in Pune, or, they themselves wanted to do business in Pune city. Marriage was the reason for 14 (10.61%) of the women migrating to Pune since their husbands or fathers held jobs here. Interestingly, most of the women entrepreneurs migrated with the sole purpose of starting businesses in Pune.
8. Regarding the family structure of the 132 women respondents, 78 (59.09%) came from nuclear families; they were involved in food and textile industries because it is easy to manage them. Industries like box manufacturing, medicine, plastic and rubber, construction, printing are all dominated by women from nuclear families. In industries like engineering, electronics, computer, earthmoving, chemical and automobile, women entrepreneurs belonged to joint families. In painting industry the share of nuclear and joint families was 50/50.

9. 42 (31.82%) respondent Jain women entrepreneurs’ families consist of three members; among them, 38 (28.79%) have four members, 23 (17.42%) have five members; 19 (14.39%) have only two members; 6 (4.55%) have six members; 4 (3.03%) have just one family member. Most of the Jain women entrepreneurs’ family sizes are very small. So they are able to give more time to their businesses.

10. 83 (62.88%) Jain women entrepreneurs had two children; 25 (18.94%) had only one child; 15 (11.36%) had three children; only 4 (3.03%) women had four children. Obviously, women entrepreneurs preferred small families.

11. The entrepreneurship development is dependant largely upon the educational level of the entrepreneurs. Out of the total sample of 132 respondents, 47 (35.61%) Jain women entrepreneurs had completed between 8th and 10th standard; 30 (21.73%) were graduates, 22 (16.67%) were postgraduates or had technical education; 21 (15.91%) were educated between 11th and 12th standard; 5 (3.79%) had studied between 1st and 4th some also 5th to 7th standard. Only 2 (1.52%) women were illiterate; they belonged to the food industry. 98.48% Jain women entrepreneurs were literate which shows their strong educational background. Only in manure and printing industries the entrepreneurs were below the 10th standard.

12. Regarding the family education, all the husbands were educated. 34 (25.76%) of them had studied up to the 10th standard; 21 (15.91%) were between 11th to 12th standards; 24 (18.18%) were graduates; 53 (40.15%) were post graduates or had
technical education. Amongst fathers, 2 (1.52%) were illiterate and 130 (98.48%) were literate; of these, 22 (16.92%) were graduates and post graduates. It means 16.92% of the fathers were well qualified. In the case of mothers, there were 44 (33.33%) above the 10\textsuperscript{th} Standard. Out of them, only 2 (1.52%) were well qualified. This indicates the Jain women entrepreneurs had parents who had strong educational family backgrounds. Level of education of the family members can be one of the prime motivators for women (daughters/wives) to become entrepreneurs.

13. Education and turnover are correlated. The turnover of 16 (12.12%) Jain women entrepreneurs were above Rs 75 lakh. All of them were educated above the 10\textsuperscript{th} standard; 31 (23.48\%) entrepreneurs’ turnover was between Rs 1 lakh and 5 lakh, out of them, 16 (51.61\%) entrepreneurs were educated between 8\textsuperscript{th} and 10\textsuperscript{th} standard. \textit{Hence, it can be concluded that all the well educated women have high turnover and thus education and turnover are related.}

14. Out of 132 respondents, 37 (28.03\%) Jain women became entrepreneurs for utilisation of their own talents. Out of them, 11(29.73\%) had completed graduation and 12 (32.43\%) also technical education or post-graduation; 9 were between 8\textsuperscript{th} and 10\textsuperscript{th}; 35 (26.52\%) respondents their primary motivation was the need of independent career. 26 (19.70\%) respondents had to complement their family income because of some economical need; of these, 17 (63.38\%) had studied upto the 10\textsuperscript{th} standard, 3 (11.53\%) were graduates and post-graduates. \textit{Education, inborn talents and economic need prompt women to become entrepreneurs.}

15. Out of 132 respondents, 104 (78.78\%) Jain women entrepreneurs had discontinued their education, while 28 (21.21\%) continued the education. Economic compulsions and marriage are the primary reasons of discontinuation of education. It is found that out of the 132 respondents, 20 (15.15\%) women entrepreneurs had continued their education even after their marriage. \textit{Economic compulsions and marriage are the primary reasons of discontinuation of education.}
16. Besides the personal aptitudes and inclinations that determine the development of entrepreneurs, their families’ existing occupations guide the women’s inclination towards entrepreneurship. The husbands of 43 (32.58%) respondents were having industries, and, 32 (24.24%) were into trading business already; likewise 81 (61.36%) women entrepreneurs’ fathers were traders, so they knew the difficulties and opportunities in business. This factor helped in their development as entrepreneurs. It also made it easy for the women entrepreneurs to manage time, helped them get valuable experience, and helped in the acceptability of the business in the family.

17. Economic status plays an important role for women to enter into entrepreneurship. Out of 132 respondents, the income of the families of 61 (46.21%) Jain women entrepreneurs’ was between Rs 1 lakh and 5 lakh; 26 (19.70%) families had earnings between Rs 5 lakh and 10 lakh; 13 (9.85%) were in the category above Rs 20 lakh; 9 (6.82%) were between Rs 10 lakh and 20 lakh; and only 11 (8.33%) families had income below Rs 50,000. It means a good economic financial position of the family supports the development of women entrepreneurs.

18. Ownership of mode of transportaion is an indicator of a successful business. Among the 132 respondents, 35 (26.52%) Jain women entrepreneurs have their own two-wheelers; 25 (18.94%) have their own cars; 1 (0.76%) used the family’s vehicle; 6 (4.55%) women entrepreneurs used the public transport; 65 (49.25%) did not use any type of vehicles as their units were situated close to their residences. This clearly shows that 60 (46.97%) Jain women entrepreneurs were self-reliant regarding their means of transportation.

19. Out of 132 respondents, 79 (59.85%) were housewives before going into business. This shows that women decide to enter into business after they are married and well settled in life. Before entering into business, 30 (22.73%) women were already engaged in the family business, which they continued; 10 (7.58%) were students, 7 (5.30%) of them were employed in food industry; 1 (0.76%) was a social worker. Economic necessity and the need to continue the
business because of the death of the husband also impel the women to become entrepreneurs.

20. Entrepreneurs play an important role in and contribute much to the development of rural economy. Out of 132 respondents, 44 (33.33%) Jain women entrepreneurs have contributed for the rural development by way of opening schools, empowering women by organising self-help groups, starting micro credit societies, production units which also generate employment and so on.

21. Donating some amount of money from the profit earned from business is an integral part of Jain traditions. The amount of money donated is also an indicator of their economic status. Out of 132 respondents, 128 (96.96%) women regularly donated money to various temples, orphanages, and charitable organisations. Of these, 43 (32.58%) donated money to a temple; 45 (34.09%) provided help to poor people; 27 (20.45%) donated the money to different charitable institutions. Many of the Jain women entrepreneurs donate money regularly to various social causes.

22. Physical fitness is very essential to carry out the hard work one has taken upon oneself. Out of the 132 respondents, 112 (84.55%) entrepreneurs enjoyed good health; these women belonged to engineering, food, textile, painting, earthmoving, manure and plastic industries; and 20 (15.15%) entrepreneurs had various health problems. Entrepreneurs are subjected to mental stress and physical problems due to the demands of business and hard work involved. In order to keep physically fit 67 (50.56%) women entrepreneurs did some exercise regularly; 24 (18.18%) entrepreneurs tried to follow a balanced diet; 9 (6.82%) entrepreneurs took sufficient rest; while 32 (24.24%) women did not mention any particular activity to keep them physically fit. It is obvious that majority [100 (75.75%)] of the Jain women entrepreneurs are quite conscious about maintaining good health.

23. Ownership of one’s own residential accommodation is an indicator of the prosperity of entrepreneurs. Out of 132 respondents, 104 (78.79%) Jain women entrepreneurs lived in their own houses; only 28 (21.21%) entrepreneurs lived in rented houses. 41 (31.06%) women entrepreneurs lived in houses between 501
and 1000 sq. feet; 30 (22.73%) lived in larger houses having 1001 to 2000 sq. feet of floor area; 19 (14.39%) entrepreneurs had houses having more than 2000 sq. ft. area; 14 (10.61%) women lived in small houses having below 500 sq. feet of area. The fact that 2/3 of the respondents could afford their own houses indicates that the women entrepreneurs were economically well off.

24. *Motivation is what impells most people to undertake any task and accomplish it.* Women come into business area motivated by various factors. In the study of 132 respondents’ motivational factors, it is found that 53 (40.15%) women were ‘self-motivated’ to become entrepreneurs; another 29 (21.97%) women were motivated by their husbands; while 20 (15.15%) entrepreneurs were motivated by their parents; 16 (12.12%) by friends and relatives. In case of engineering, food, textile, medicine, printing industries, the entrepreneurs themselves were their own motivators, while in case of those in painting, construction industries, their husbands were the prime motivators.

25. Ambition either to be innovators or to prove themselves (to self or others) can be the motivating factor to become entrepreneurs. Optimism and ability to take risk are qualities required in entrepreneurs. In this study, it has been found that 37 (28.03%) respondents stated that they started enterprises to utilize and fructify their latent talents. To have an independent career ranked second for 35 (26.52) respondents; while 26 (19.70%) women entered into business ventures because of some situational factor or economical need.

26. Running a business enterprise requires academic knowledge, technical skills, and determination to succeed. Out of 132 respondents, only 33 (25.00%) women entrepreneurs had attended training programmes mostly in food, textile, painting, engineering, box manufacturing, medicine, manure, automobile and construction businesses; 99 (75.00%) women entrepreneurs had not attended any training programme.

27. The need for attending some training programmes or refresher courses is being felt by the Jain women entrepreneurs. 42 (42.42%) of them stated that they were unable to attend the programme due to various reasons; 41 (41.41%) women
stated that they did not find such programme useful to them; 15 (15.15%) respondents mentioned that they were not aware of such programmes; out of the 33 (25%) women entrepreneurs who attended the training programmes only 16 (48.48%) entrepreneurs found the course inputs very useful to them; 14 (42.42%) stated that the training programme was useful; 3 (9.09%) mentioned that the training programme was not at all useful to them. Many of the women entrepreneurs did not attend training because they do not feel the need for it as they can handle their businesses without training; 66 (90.41%) of the Jain women entrepreneurs wanted to attend both technical and general programmes; while 5 (6.85%) wanted to attend only general programmes; 2 (2.73%) Jain women entrepreneurs in the food industry wanted to attend technical training programmes only.

9.2.1 Conclusions Regarding Businesses Undertaken by Women Entrepreneurs

1. With the liberalisation and globalisation of the Indian Economy in the 1990’s, various avenues for entrepreneurship have been thrown open to entrepreneurs in every type of industry and business enterprises. In fact, after 2004, the rate of establishment of business enterprises by women entrepreneurs has also increased. Before 1980 only 10 (7.58%) enterprises had been established, 20 (15.15%) after the year 1991. Since the women’s level of education has increased and various facilities have been provided by the government to promote women entrepreneurship, the number of women-owned and managed enterprises have gone up to 29 (21.97%) after 2004.

2. Women entrepreneurs enter into different types of businesses and services sectors like manufacturing, banking, marketing, etc. But most of the Jain women entrepreneurs [68 (51.52%)] give preference to the food industry because they are in a position to manage the responsibilities of both the family and the business. It is also easier to set it up, run it efficiently and profitably. Besides food industry is not very capital intensive compared to other types of industry. Women entrepreneurs’ second preference is for the textile industry.

3. Location is an important consideration when establishing enterprises. The highest preference was given by 101 (76.52%) Jain women entrepreneurs for
starting business units that could be close to their residences; the second rank given by 10 (7.58%) respondents was to those types of industries for which raw materials and manpower (workers) are easily available; and customer/marketability was the third factor for locating a particular business 7(5.30%).

4. Prospective entrepreneurs faced several problems while scouting for a suitable place to set up their businesses. 13 (9.85%) Jain women entrepreneurs faced the problem of high prices for land/building; 7 (5.30%) had problems related to government stipulations, like taxes and other levies; 6 (4.55%) respondents could not spot a suitable place.

5. With regard to classification of capital investment required for setting up of the enterprises, 55 (41.47%) respondents opined that for starting units like engineering, electronics, textile, box manufacturing, earthmoving equipments, plastic and manure required above Rs 5 lakh. For 30 (27.30%) entrepreneurs, to start a food or textile unit, the investment was below Rs 25,000. For 21 (15.91%) women, the capital investment for food, textile, and box manufacturing and fabrication units was between Rs 1 lakh and 5 lakh. No doubt, capital investment depends upon the size and type of the industry chosen.

6. Proprietorship was the main form of organisation for 121 (91.67%) Jain women entrepreneurs; followed by 5 (3.79%) entrepreneurs who were into partnership businesses; and 6 (4.55%) women set up private limited companies and there were no co-operative society units as most of the entrepreneurs were operating small scale sole proprietorship concerns.

7. Investment up to Rs 25,000 in the initial years was the requirement for setting up 74 units of business enterprises, while currently the same amount is required for 30 units. These figures show that investment of less than Rs 25000 has decreased by 59.45% for setting up units. Following them investment between 25001 and 50000 in the initial year was for 14 units and in the current year it is 11 which means it has decreased by 21.42% and investment above 5 lakh has
increased from 11 to 55, i.e. an increase of 400%. These figures show that there has been a steady increase in outflow of investment in the enterprises.

8. The percentage of profit earned per annum is a parameter which indicates the overall performance of units run by business women. Out of 132 respondents, 11 (8.33%) enterprises earned profits below Rs 10,000; 70 (53.03%) industries made profits above Rs 1 lakh; 1 unit did not indicate the profit earned; and 1 unit was in loss. It means, there are a higher percentage of units reporting profit.

9. The box manufacturing units have made the highest profit - 7823%; the painting enterprises the second highest profit – 1289%; construction units had the lowest profit percentage (i.e. 18%), chemical industry was in loss. This implies that 120 (98.48%) units run by women entrepreneurs earned good margin of profit.

10. Availability of finance is the key factor for running any business. 94 (71.21%) women entrepreneurs raised their own capital for starting their units; out of these, husbands of 3 (2.27%) women invested in their wife’s enterprises; 8 (6.06%) women entrepreneurs were helped by friends and relatives; 25(18.94%) women entrepreneurs obtained finance from financial institutions; only 2 (1.52%) women took money from professional money lenders.

11. Only 33 women entrepreneurs took loans for starting their enterprises. Of these, 24 (69.69%) women entrepreneurs took Rs 80,000 as loans for setting up food, engineering, electronic/computer, box manufacturing, automobiles and construction units; 5 (3.78%) women entrepreneurs took loans below Rs 20,000 for starting food and textile units.

12. Out of the total 1,315 persons employed, 742 (56.42%) are male workers and 573 (43.53%) are females. Though female workers constitute 12.29 % less than their male counterparts, there is indication of the growing number of females entering as workforce into various industries. It was seen that 43 (32.58%) entrepreneurs did not have the need for employing any workers since they were assisted by their family members in their businesses. It is also a fact that women entrepreneurs tend to give more preference to employing females workers.
13. Out of 132 units started by the respondents, 27 (20.45%) units employed 6 to 10 workers; 16 (12.12%) units employed 11 to 20 workers; 10 (7.58%) had 21 to 50 workers; only 3 (2.27%) units employed more than 50 workers. These data indicate that usually the enterprises owned or run by Jain women entrepreneurs needed to employ only few workers.

14. 75 (56.81%) of the women entrepreneurs did not provide any welfare facilities to their workers. So it is important to highlight the fact that 43 (32.58%) entrepreneurs had not hired any employees. It is also a fact that some entrepreneurs could not afford to provide any welfare facilities to their workers because the units were either very small or they did not make any substantial profit.

15. 61 (46.21%) women entrepreneurs did not employ any sales promotion techniques. These women said that they did not feel the need for it because their products were superior in quality which automatically translated into sales through captive clients or by word of mouth. There were also some who were not aware of the proper channels for product promotion; 71 (53.78%) women did use some means to promote their products like the Sakaal Fair, Bhimthadi Jatra and JITO entrepreneur’s exhibitions.

16. 73 (55.30%) women entrepreneurs neither conducted nor participated in any market research to identify the market conditions, consumer preferences or outlets. Many of the respondents were not familiar with the concept of market research, while others did not feel the need for it as their products sold on their own merits.

17. 82 (62.12%) women entrepreneurs did not increase the number of items they produced; while 50 (37.87%) increased the number of items they manufactured; of these, 20 (15.15%) women entrepreneurs increased their inventory by more than 5 products. This indicates that a few Jain women entrepreneurs had prospered and they could expand their businesses.
18. 26 (19.69%) entrepreneurs did observe some effects of globalisation on their enterprises. Some of them made losses due to increase in competition while others’ sales had a direct impact due to decreased sales; 106 (80.30%) women did not feel the effect of globalisation on their businesses in any way.

19. 26 (19.70%) Jain women entrepreneurs were members of some organisations while 106 (80.30%) did not have any such affiliation. Many of these did not join as they did not have any information about such organisations, while others did not feel any need to join these organisations.

20. 67 (50.76%) women entrepreneurs did not try to acquire the latest knowledge related to their businesses. These women did not feel the need to update their knowledge. But there were 65 (49.24%) women entrepreneurs who kept updated with the latest available knowledge by attending seminars, reading trade journals and periodicals and interacting with trade experts and business consultants. It always pays to be up-to-date with theoretical and technical know-how of one’s chosen profession.

21. Majority [114 (86.36%)] of the women entrepreneurs have not got for any citations or business excellence awards. The major reason for this might be the lack of knowledge of applying for such certifications. Besides, many of these businesses are also too small to go in for these certifications, for that matter even be noticed for getting awards or recognition. Many provided feedback that they did not want to face the hassles of obtaining the ISO certification or meeting ISI standards.

22. The production process depends on smooth flow of availability of raw materials. 56 (42.42%) Jain women entrepreneurs had problems in obtaining raw materials; One of the main constraints was the high price of raw materials, followed by scarcity of raw materials and lastly transportation problem. When raw material cost is high it increases the selling price and decreases the profitability of business, besides lack of demand by consumers.
23. 59 (44.69%) Jain women entrepreneurs had marketing problem; the number one problem was ‘stiff competition’, followed by low demand, and lastly easy availability of cheaper substitutes.

24. Finance is one of the major problems faced Jain women entrepreneurs. Managing the capital efficiently is one of the major challenges for women entrepreneurs. 50 (37.87%) of the respondent Jain women entrepreneurs faced this problem. Problems of insufficient working capital, high interest rates are faced by 15 (11.36) entrepreneurs. These women entrepreneurs have taken loans from financial institutions, and money lenders at high interest rates. These factors reduce the profit margins.

25. 44 (33.33%) Jain women entrepreneurs had to face problems of labour; 30 (22.73%) units suffered due to workers’ absenteeism; 20 (15.15%) units lacked skilled workers. Quality of products is dependent upon the availability of skilled workers and their regular attendance.

26. Production depends upon regular power supply. Irregular supply of power decreases production, increases loss and cost of production. Maximum [71 (53.78%)] of women entrepreneurs face the problem of power cuts. For 54 (40.91%) respondents the uncertainty of power supply is the main problem, followed by insufficiency of electricity and high power tariff.

27. It was seen that majority, i.e. 126 (95.45%) of the women entrepreneurs had to handle the dual responsibilities of home and work. Only 6 (4.54%) of the women did not face this problem.

28. Hard work and determination to achieve emerged as the major reasons for the success of women entrepreneurs. 82 (62.12%) women entrepreneurs felt that they were successful today because of their hard work. Some of the other major factors that helped the women to become successful entrepreneurs were good customer relations, affable manners, quality of the products, keeping in touch with market-feel through customer/retailer surveys to gauge the market conditions. The support of the family is also one major reason for success.
9.3 Hypotheses Testing

This research study presented the following three hypotheses that need to be tested:

**Hypothesis 1:**

“Entrepreneurial development of women depends upon social, educational and economic background of the entrepreneurs.”

In order to validate the hypothesis, it may be argued that:

- The study data reveal that out of 132 Jain women entrepreneurs, 128 (96.97%) women were Svetambaras, while only 4 (3.03%) were Digambers. That the majority of women entrepreneurs are from the Svetambaras sect of the Jain community would imply that they enjoy more freedom in matters of socio-economic life than the Digambers who lead a comparatively restricted life. Another reason is that the number of Digambers in Pune district is much less than Svetambaras.

- Out of the 132 Jain women entrepreneurs, 56 (42.42%) respondents started their entrepreneurial careers when they were in the age group between 30 and 39; 45 (34.09%) respondents launched their businesses when they were between the age of 21 and 29. The number of women respondents who were in the age group between 40 and 49 who started their business was 17 (12.88%); those who were between the age of 50 and 59 who entered into business is 7 (5.30%); and women above the age of 60 years were 3 (2.27%) and below 20 years is 4 (3.03%). This means the maximum number of Jain women entrepreneurs started or entered into their businesses at a very young age. It can be concluded that most of the Jain women entrepreneurs started their career only after being well settled in their married life.

- The Majority of Jain women entrepreneurs were married and below the age of 30 years and generally above 20, the ideal age for marriage being between 20 and 29 years. Thus, in the data we find 78 (59.09%) Jain married women entrepreneurs in the age group of 20 and 29 years, while 53 (40.15%) were below the age of 20 years. The Jain community does not approve of late marriages.
• Age and business turnover factors are closely interrelated. When entrepreneurs are young, they are very enthusiastic, more efficient and readily to take up challenging professions.

• The data reveals that majority [36 (27.27%)] of the Jain women entrepreneurs have a business turnover between Rs 5 and 25 lakh per annum; Out of these 36 respondents, 28 (77.77%) were below 40 years; 14 (38.89%) entrepreneurs were in the age group between 21 and 30; 14 (38.89%) were in the age group between 31 and 40; 5 (13.89%) were in the age group between 41 and 50; 2 (5.56%) in the age between 51 and 60 years and 1 (2.78%) was above 60 years.

• Following them, 31 women entrepreneurs (23.48%) had a turnover between Rs 1 lakh to 5 lakh; of these 10 (32.26%) were in the age group between 31 and 40; 9 (29.03%) in the age group between 21 and 30; and 6 (19.35%) were between 41 and 50; 3 (9.68%) were below 20; and 2 (6.45%) were in the range between 51 and 60; 1 (3.23%) was above 60 years of age. Thus, out of the 31 respondents, 22 (70.96%) were below 40.

• The next set of 24 (18.18%) Jain women entrepreneurs had a turnover between Rs 25 and 50 lakh. Of these 24 respondents, 22 (91.66%) were below 40. 16 (12.12%) Jain women entrepreneurs have a turnover of above Rs. 75 lakh; of these, 15 were below 40 years of age. For 14 (10.61%) Jain women entrepreneurs the turnover was below Rs 50,000; out of them 10 (71.42%) are below the age of 40.

• Entrepreneur development is dependant largely upon the educational level of the entrepreneurs. Out of the total sample of 132 respondents, 47 (35.61%) respondents were between 8th to 12th standard; 22 (16.67%) were post-graduates or had also obtained adequate technical education; 30 (21.73%) were graduates, 21 (15.91%) were between 11th and 12th standards; 35.61% were educated between the 8th and 10th standards; 5 (3.79%) respondents had received only elementary education between 1st and 7th standards; only 2 (1.52%), who belonged to the food industry, were illiterate. Hence 98.48% of the women entrepreneurs were literate, which shows a strong educational background of
women among the Jain community. Only in the manure and printing industry the entrepreneurs were below the 10th standard.

• Regarding the level of education of the family, all the husbands of the women entrepreneurs were educated; 34 (25.75%) were below 10th standard; 21 (15.91%) were between 11th and 12th standards; 24 (18.18%) were graduates; while 53 (40.15%) were postgraduates or had technical education. Amongst their fathers, 2 (1.52%) were illiterate; 130 (98.48%) were literate, of these, 22 (16.92%) were graduates and/or postgraduates. In the case of mothers, 44 (33.33%) had been educated above the 10th standard; among them only 2 (1.52%) were well qualified. This indicates that the Jain women entrepreneurs came from families with strong educational backgrounds. Education is one of the prime motivators for the development of women entrepreneurs in the Jain community.

• Education and business turnover are correlated – 16 (12.12%) of the Jain women entrepreneurs had turnovers below Rs 50 lakh and 75 lakh; in this category, all the entrepreneurs were educated above the 10th standard. 31 (23.48%) entrepreneurs who had turnovers between Rs 1 lakh and 5 lakh; 16 (51.61%) had studied up 8th and 10th standards. Therefore, it can be concluded that all the better educated women entrepreneurs have high turnovers. Thus, education and business turnover are related.

• Economic factors also play an important role in the development of women who enter into the entrepreneurship arena. Out of 132 respondents, the family incomes of 61 (46.21%) Jain women entrepreneurs were between Rs 1 lakh and 5 lakh; 26 (19.70%) families had earnings between Rs 5 lakh and 10 lakh: 9 (6.82%) were between Rs 10 lakh and 20 lakh range; 13 (9.85%) had above Rs 20 lakh income; and only 11 (8.33%) families had income below Rs 50,000. It means the family incomes of 109 (82.57%) women entrepreneurs enjoy healthy financial position.

Thus it can be concluded that most of the Jain Women Entrepreneurs below the age of 40 have a high turnover in business. This further proves that an early entry by women entrepreneurs into business is more beneficial not only for the setting up of an enterprise but also in running it efficiently and profitably. They are
psychologically and educationally better prepared to take more risk, have self-confidence and work hard to make their business a real success.

Hence the hypothesis: “Development of the women entrepreneurs is correlated to social, economic and educational factors” stands validated.

Hypothesis 2:

“Jain women entrepreneurs aid in the development of rural area.”

Entrepreneurs play an important role in the economic development of the rural areas in which they operate. Out of 132 respondents, 44 (33.33 %) women entrepreneurs have established their enterprises in the rural areas. Though there are only very few women (i.e. 44) who work for the rural development, their efforts are both encouraging and significant, because these initiatives are in the areas of education (like running schools) and empowerment (self-help groups formation and operation). Therefore they play a major role in the development of rural India.

Some of the works undertaken by Jain women entrepreneurs in the area of rural development are: one water project in Sonori village of Purander Taluka; one school in the Shirur village; one respondent provides monetary help to Sidhachelam Trust which takes care of orphans. Therefore, these activities prove that Jain women entrepreneurs are also engaged in the development of rural India.

Therefore the second hypothesis Jain women entrepreneurs’ aid in the development of rural area stands validated.

Hypothesis 3:

“Jain women entrepreneurs in urban and rural areas have different problems.”

Women entrepreneurs face a variety of equally distressing problems both in the urban and rural areas. However, in comparison to urban women entrepreneurs, rural women entrepreneurs face far more labor issues and power related problems than in the urban areas; whereas the urban women entrepreneurs face more of technical and financial problems as shown by the following table
### Table 9.1

Problems Faced by Jain Women Entrepreneurs in Urban and Rural Areas

<table>
<thead>
<tr>
<th>Problem</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw materials</td>
<td>44</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>40</td>
<td>54.54</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Problem</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>48</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>43.63</td>
<td>50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Problem</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td>46</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>41.81</td>
<td>31.81</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Problem</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical</td>
<td>40</td>
<td>05</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>36.36</td>
<td>22.72</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Problem</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labor</td>
<td>33</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>30</td>
<td>50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Problem</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power</td>
<td>60</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>54.54</td>
<td>50</td>
</tr>
</tbody>
</table>

Source: Based on Survey of Jain Women Entrepreneurs of Pune District

From the above table, the following facts can be deduced:

1. While 40 per cent of the urban women entrepreneurs faced the various problems connected with raw materials for their units, 55.40 per cent of their counterparts in the rural areas had similar experiences.
2. The various issues related to marketing were a problem for 40.63 per cent of the urban women entrepreneurs, whereas, 50 per cent of the rural women entrepreneurs had the same difficulties.

3. In business, the major problem is always finance, either at the start-up phase as capital investment or as working capital. The sample respondents’ experiences were not different as 41.81 per cent of the urban and 31.81 per cent of the rural women entrepreneurs had difficulties with regard to getting finance both on time and in the desired amount to either begin the unit or to continue the operations on a day-to-day basis. The problems are compounded by the fact that financial institutions do not consider women credit worthy, and, debtors do not pay up on time. In the process, women entrepreneurs have to borrow money at higher rates of interest from moneylenders or depend on their own savings or borrow from close relatives and friends.

4. ‘Technical issues’ is another area that both urban as well as rural women entrepreneurs have to content with on a daily basis, because technology is progressing at mind-boggling speed and keeping abreast requires both access to knowledge and capital investment. Added to these are the problems of having skilled workers to manage the unit and getting good technicians for maintenance of the machinery, thus 36.36 and 22.72 per cent of the urban and rural women entrepreneurs respectively face such situations.

5. Though there is sufficient manpower available, labour problems haunt India in various forms. Absenteeism, worker-demands, behavioral issues and lack of skills are the main causes of complaints of owners and managers of all industries. The business units run by Jain urban and rural women entrepreneurs also suffer from this malaise in the proportion of 30 and 50 per cent respectively.

6. All business activities depend almost totally on electric power, which is either erratic in supply or in short delivery and that too at high tariff rates
especially for industrial units. Such is the situation faced both by 54.54 per cent of the urban and 50 per cent of the rural urban women entrepreneurs of India.

In spite of the severe constraints, Jain women entrepreneurs have showed great grit and determination and also ability to overcome the problems and succeed as entrepreneurs in their chosen fields of operations.

Therefore, the third hypothesis “Jain women entrepreneurs in urban and rural areas have different problems” also stands validated.

The educational and financial backgrounds of their families and the tradition of environment of business acumen have been instrumental in the success of Jain women entrepreneurs. This is not to belittle the successes of the third and fourth generation of entrepreneurs who are carving out a niche for themselves in the various avenues of business enterprises sometimes radically different from their families’ or parents’ traditional trading or business activities. This is not only in the urban areas but also in the rural areas of India, especially for the development, betterment and empowerment of the deprived and weaker sections of the society through their enterprises of imparting education, small, medium and large production units creating employment and raising the economical and social standards of living. Thus, fulfilling their personal ambition as well as meeting the family’s economic needs, they are, in the process, contributing effectively to the development of the nation.

9.4 Suggestions

Before concluding, it would be appropriate to offer some pertinent suggestions in the light of the findings of the present investigation on Jain Women Entrepreneurs of Pune District, which would be helpful in overcoming the many problems faced by the enterprises and facilitating their endeavors.

These suggestions would help provide the motivation and the right platform for development of entrepreneurship among Jain women. The suggestions are as follows:
A. Family:
- The dual roles and manifold responsibilities that women entrepreneurs have to shoulder create a lot of pressure on them.
- To avoid such pressures and role conflicts, family members must provide full cooperation and share some of the burdens of household duties.
- Family members should encourage the wife/daughter/mother to become an entrepreneur and provide financial and moral support besides physical assistance.

B. Parents:
- Jain women enter into business activities only after marriage; In fact, parents should prefer sponsoring business instead of spending lavishly on marriage.
- Parents’ role is very important in moulding women entrepreneurs. They should not restrict their daughters from becoming entrepreneurs.
- Parents should support their daughters financially in their business.

C. Schools / Colleges:
- Entrepreneurship should be a compulsory subject at schools and colleges. They should conduct some short courses to develop entrepreneurship spirit particularly at college and university levels, charging only minimum fees.
- The Saakal Newspaper group has developed a scheme to work with schools to develop entrepreneurial skills. All schools and colleges should be encouraged to participate in them.

D. Government:
- The government should develop schemes for promotion of women entrepreneurship. Easy and hassle-free loan process should be put into place so that women can obtain the required finance as and when required.
- Training camps should be organised where low cost skill development can be imparted to the women entrepreneurs. Skills pertaining to finance,
systems, organisation and management should be the focus of these camps/programmes.

- The government should make attempts to provide subsidised raw materials to the entrepreneurs.
- Many of the entrepreneurs are facing problems regarding electricity supply. Attempts should be made to provide sufficient and regular electricity supply to their enterprises.
- Small scale sector entrepreneurs should be granted exemption from the preview of excise laws and the percentage of tax should also be reduced.
- Government should arrange seminars and workshops for imparting knowledge to women entrepreneurs regarding technical, marketing and financial aspects as well as, as ISO and ISI certifications for the development of rural and urban entrepreneurship.
- Government should provide facilities for marketing of their products.
- Government should constitute awards to encourage entrepreneurs.

E. Media:

- Jain newspapers and magazines publish the stories of successful women entrepreneurs. Other media sources also should publish the news as well as the stories of successful Jain women entrepreneurs.
- Media should charge them reasonably for advertisement of their products.

F. Jain Organisations:

- Jain organisations should arrange seminars, guest lectures by experts in different areas to develop successful Jain women entrepreneurs and their entrepreneurial skills.
- Since there are several philanthrophical individuals in the Jain community, they could put their heads together and set up a “corpus fund” to enable talented and promising young women/men to acquire higher education at the various B-Schools, IIMs, IITs in India or
prestigious Management Institutes abroad, who would in turn either set up their own industries or be consultants also to the entrepreneurs of the community.

- Because of globalisation, commerce is over-arching the community of nations reducing them to global villages. In such scenario, the entrepreneurs of the Jain community should collaborate rather than compete individually and thus strengthen the community bonding on the principle of “One for All - All for One.”

G. Existing Women Entrepreneurs:

- Successful Jain women entrepreneurs should be projected as role models of the community/society to inspire and enthuse potential entrepreneurs.

- They should arrange business get-togethers and share their valuable experiences and suggestions and encourage other women to take to the arena of entrepreneurship.

- They should give training to poor Jain women to start their own units.

- Jain women entrepreneurs should take active part in Jain associations and other women’s organisations and try to provide support to fellow Jain women.

William Shakespeare has said: “Some are born great, some have greatness thrust upon them, and some achieve greatness.” Likewise it can be said: In Jain community, some are born entrepreneurs (talented), some have entrepreneurship thrust upon (by inheritance), and, what is even better than either is, many acquire the spirit of entrepreneurship (a vocation) and excel by dint of hard work, and, driven by ambition, make a mark. Thus, there are many Jains who are business women and men who have done well for themselves and made the country proud.