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INTRODUCTION TO THE STUDY

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CHAPTER - 1
INTRODUCTION TO THE STUDY

1.1. Introduction:

The spirit of enterprise makes man or woman an entrepreneur. Such a spirit transformed him from a nomad to cattle rarer, to a settled agriculturist, to a trader and to an industrialist. Thus, entrepreneurs are persons who initiate, organize, manage and control the affairs of a business unit, who combine all factors of production to supply goods and services, whether the business pertains to agriculture, industry or trade.

Economic development of a nation mainly relies on the industrialization. Industrialization helps solve the various socio-economic problems encountered by the developing countries. But these economies do not have adequate resources to build a strong industrial base by setting up large scale industries. They have to depend on small scale sector for the speedy development of their economies. Moreover, they lack a strong human capital base, and whatever manpower is available in the country can be better utilized in the small scale sector. The problem of poverty, inequality and unbalanced regional development can be abridged by the expansion of self-employed enterprises and small and medium enterprises. This sector contributes towards the country’s exports and helps solve the problem of balance of payments of the economy (Anilkumar, 2010).

Entrepreneurship is a human activity which plays a major role in economic development. At the centre of the process man or woman stands as an organizer of the resources, as worker and as the user of goods and services produced. Of these three roles, the organizer’s function is very important. Without him or her, the resources of production remain resources and can never become goods or services. It signifies the importance of entrepreneurship in economic development. Hence, the entrepreneur is defined as a catalyst or a change agent in the economic life of all organized societies. The development
of an economy is a stupendous task and in such circumstances the role of entrepreneur becomes more challenging than ever before.

As described by the National Sample Survey 62\textsuperscript{nd} Round Report, the Self-employed are “persons who operated their own farm or non-farm enterprises, or were engaged independently, in a profession or trade, on own account or with one or a few partners who were deemed to be self-employed in household enterprises. The essential feature of the self-employed is that, they have autonomy (decide how, where and when to produce), and economic independence (in respect of choice of market, scale of operation and finance), in carrying out their operation. The remuneration of the self-employed consists of, a non-separable combination of two parts: a reward for their labour, and a profit of their enterprise. The combined remuneration is wholly determined by the revenue earned from sales, after netting out the value of purchased inputs, used in production” (NSS Report, 62\textsuperscript{nd} Round).

The idea of self-employment in India is more of a survival strategy where individuals meet their basic needs from their own resources. Overall, self employment in India is a subsistence economy (Bhatt, 2000). Moreover, the sustainability of these household enterprises is also an issue in India. The weak resource base of such enterprises makes it difficult for them to sustain. In most cases, the form of self-employment that India encompasses, does not assure a household of food security, income security and social security. Thus, the nature of self-employment in India is mostly of an informal nature.

As stated by Tami Gurley-Calvez, et al. (2009), entrepreneurs play a vital role in stimulating economic growth through innovation and job creation. Researchers and policymakers have long been interested in the factors that determine entrepreneurship, but until recently, little was known about differences between male and female entrepreneurs. Women are far less likely than men to become self-employed, and recent research suggests that women
enter self-employment for different reasons than their male counterparts. For example, women appear to base their decisions on lifestyle and family factors, whereas men are motivated by earnings potential.

Woman in business is a recent phenomenon in India. The fact that almost half of the population of India comprises of females while business is owned and operated by them constitute less than 5%, is a reflection on social, cultural as well as economic distortions in the decades of development. Indeed, women’s participation in economic activity and production of goods and services is far greater than formal statistics might reveal since much of it takes place in the informal sector as also in the households.

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as—an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence (Meenu Goyal and Jai Prakash, 2011).

The globalization and especially technological transformation opened the door for the women new opportunities towards their work life. Now, women occupied in all the occupations and professions, which were occupied by men earlier. Hence, the women engaged as successful professionals as Medical Practitioners, Nurses, Teachers, Lawyers, Bankers, Lecturers, Librarians, Information Technologists, Engineers, etc. But, the women are not like men. Earlier there were the responsibility that the men have to lead the family and work outside for earning and women have to look after
the household work. But now, the women also working outside like men and looking after the household work. In this way, now-a-days, women are playing a dual role in her office work and house work. Hence, there is role conflict of the working women between their office work and house/family work. Therefore there is need to study the role and status of working women by studying her socio-economic life, political life, education, political life, professional life, life in work place, religious life, etc. Many of the studies were already undertaken to study the women employees in the organized sector and unorganized sector, but none of the studies were made on the women who are engaged in self-employment. In certain aspects, the work of self-employed women is different from working women in organized and unorganized sector. They have flexible timings on their own, no exploitation, or harassment at their workplace. The attitudes of self-employed women may be different, as they are both literates and illiterates. It is noted that their income through profit is also flexible, as they may have seasonal profits.

Entrepreneurship or self-employment can help women’s economic independence and improve their social status. Automatically the women get empowered once they attain economic independence. The development of women entrepreneurship enables society to understand and appreciate their abilities. It enhances their status and leads to integration of women in nation building and economic development. It provides the needed psychological satisfaction and imbibes a deep sense of achievement to create their enhanced identity in society.

Since the turn of the century, the status of women in India has been changing due to growing industrialization and urbanization, spatial mobility and social legislation. Over the years, the number of women for higher education, technical and professional education and their proportion in the labour force has also increased. With the spread of education and awareness, women have shifted from the kitchen, handcrafts and traditional cottage industries to non-traditional higher levels of activities. During the 1970s the
decade of the International Women’s efforts to promote self-employment among women received greater attention from the government and private agencies. The new industrial policy of the Government of India has laid special emphasis on the need for conducting special entrepreneurial training programmes for women to enable them to start their own ventures. Financial institutions and banks have also set up special cells to assist women entrepreneurs. The result has been the emergence of women entrepreneurs on the economic scene in recent years, though the number of enterprises initiated by women is still quite low. Women and entrepreneurship have remained a much neglected field.

Women engaged in self-employment are mostly from lower or lower-middle class and hence, most of them do not have house of their own. They are living mostly in rural areas or slums in urban areas. The aspects of self-employment in which these women are engaged include preparation of fried and bakery items, confectionaries, weavers, tailors, potters, blacksmiths, vegetable sellers, small scale industries, home industries, etc. It is noted that even though they are also working like men, their social status is low and economic status is also low, due to lower income. Most of them are facing problems of finance, competition from others in business, limited income, loans borrowed, etc. Hence, present study is made to explore the sociological aspects of women in self-employment in slum areas of Gulbarga city.

1.2. Statement of the Problem:

As discussed already, the present study aims to explore the socio-economic conditions of the women entrepreneurs or self-employed women in slum areas of Gulbarga city. Hence, the present study is entitled as “A Sociological Study of Self-employed Women in Slum Areas of Gulbarga City”.
1.3. Meaning and Definitions of Concepts:

The technical terms that are used in the present study are defined as under.

**Entrepreneurship:** a person who organizes and manages a business undertaking, assuming the risk for the sake of the profit.

**Self-employed:** Working for oneself, with direct control over work, services, etc. undertaken and fees, charges etc.

**Slum Areas:**

Slum areas are known as backward areas in a city. The Government of India declared slum areas are the areas: (www.pon.nic.in/rti/slumele/file2.pdf)

(1) Where the administrator is satisfied that-
   a. any area is or may be a source of danger to the health, safety or convenience of the public of that area or its neighborhood, by reason of the area being low-lying, insanitary, squalid, overcrowded or otherwise, or
   b. the building in any area, used or intended to be used for human habitation are-
      i) any respect, unfit for human habitation, or
      ii) by reason of dilapidation, over-crowding, faulty arrangement and design of such buildings, narrowness or faulty arrangement of streets lack or ventilation, light or sanitation facilities, or any combination of these factors detrimental to safety, health or molars, he may by notification, declare such area to be a slum area.

(2) In determining whether a building is unfit for human habitation for the purposes of this Act, regard shall be hard to its condition in respect of the following matters, that is to say-
   a) repair;
   b) stability;
   c) freedom from damp;
   d) natural light and air:
   e) water supply;
   f) drainage and sanitary conveniences;
   g) facilities for storage preparation and cooking of food and for the disposal of waste water; and the building shall be deemed to be unfit as
aforesaid if and only if it is so far defective in one or more of the said matters that it is not reasonably suitable for occupation in that condition.

1.4. Significance of the Study:

Due to globalization, education and employment among women have increased, but on the other side, small scale and cottage industries were declined, as they unable to compete with big business firms. Further, middle aged women can’t able to get education and employment in organized sector due to age barriers. On the other hand, Government policies aimed for the women empowerment in different aspects such as education, employment, socio-economic, legal and such others. Hence, there are advantages of self-employed women by different social welfare schemes from the Government and there are also disadvantages as they have to face competition from large scale industrial organizations. Before globalization, self-employment was profitable sector for the poor and middle class women. Now, the significance of self-employment was reduced and it is undertaken only by rural women or women living in backward and slum areas. As such, the profitability of the self-employment is also low. Generally, majority of the self-employment enterprises are not skill based, as such there is also more competition. Hence, self-employed women are facing socio-economic difficulties. Hence, to explore the socio-economic problems and aspects, the present study is useful and to suggest the solutions to their problems, the present research work is proved as significant.

1.5. Objectives of the Study:

Primarily the present study is made to explore the sociological conditions of self-employed women in slum areas of Gulbarga city. Particularly, the study is made:

1. To assess the personal and social background of self-employed women;
2. To look into the nature of self-employment undertaken by self-employed women;
3. To ascertain economic conditions in terms of income of the self-employed women, family, etc;
4. To assess the strengths and weaknesses of the self-employment as faced by women;
5. To study whether the NGOs, Financial Institutions, Government, etc. are helping the Self-employed women by providing financial assistance, training, etc; and
6. To know the status of women derived from economic status attained by self-employment.

1.6. Hypotheses:

Following hypotheses are formulated for the present study.

1. Educational level of the self-employed women is lower and majority of the respondents are illiterates.
2. Though women are self-employed and generating income on their own, majority of the respondents don’t have decision making authority in their families.
3. The self-employed women have gained equal social status due to their participation in self-employment.
4. Majority of the self-employment enterprises are home based, that is they are in the homes of women or attached to homes of women.
5. Sales promotion is not made by majority of self-employed women, but contact with relatives and friends helped to promote their products and services.

1.7. Research Methodology:

The present study was begun with the literature search. The researcher studied and referred Sociological Abstracts, leading regional, national and international journals and books published in the fields such as entrepreneurship, women entrepreneurship, self-employed women, women in
slum areas, etc. The collected research papers formed theoretical background to the study. The study is also based on primary data collected from the field.

**The Field:**

As stated in the statement of the problem, the slum areas in Gulbarga city is the field. There are total 52 slum areas in Gulbarga city and total population of which is 56030. The population statistics and other details of the field are discussed in fourth chapter, ‘Universe of the Study’.

**Sample of the Study:**

After studying the characteristics of slum areas in Gulbarga city, the researcher observed the self-employment undertaken by people in slums. Further, self-employment enterprises owned by women are also observed. As the numbers of women engaged in self-employed women are more, due to time limitations, it was proposed to interview selected 500 self-employed women living in slum areas. The samples for the present study are self-employed women. To select the samples for the present study, simple random sampling method was used.

**Collection of Primary Data:**

Collection of Primary data is an important step in every research study. The researcher visited each slum areas and analyzed the conditions and facilities that are available for self-employed women. Based on the conditions of self-employed women, it was decided to organize interviews to collect the primary data. It is observed that considerable women community living in slum areas are illiterates or under-educated, the researcher personally interacted with the women respondents and collected information on their personal, socio-economic and primary data related to self-employment enterprises of self-employed women which directly or indirectly influence their sociological status and life.
The Survey Method is one of the most popular data collection methods in Social Sciences. The study has adopted survey method for the collection of primary data. Interview Schedule is by far the most important instrument used for the data collection. The Interview Schedule was addressed to self-employed women living in slum areas of the Gulbarga city.

The Interview Schedule is composed using different scales like dichotomous, multiple choice, descriptive and rating. In addition to this, the researcher adopted personal observation technique to ascertain the information on the nature of the activities including family occupation, living conditions, leisure time activities, etc.

The primary data collected through the Interview Schedule is represented in the form of Tables. The tables are analyzed with the percentages, so as to make analytical study and also help for comparison of different kinds of the data. Statistical techniques such as Chi-Square and Correlation are also used to test significance of the collected primary data wherever necessary. Further, on the basis of collected data certain generalizations are stated as findings and conclusion.

1.8. Scope and Limitations:

As discussed already, the present study aims to cover only self-employed women in slum areas. The study is limited to the Gulbarga city. As the geographical territory of the different slum areas is vast to cover and the women entrepreneurs are wide spread across different slum areas and even many of their self-employment enterprises are based in their home, the present study total selected 500 self-employed women.

1.9. Chapterization:

The research report is organized into seven chapters with two appendixes as under.
The first chapter provided brief background information to the research topic. Here research problem is clearly defined. The significance of the study is discussed. The clear objectives are discussed. The scope and limitations are set in this chapter. Some generalizations and assumptions are fixed as hypotheses of the study. The details of the research methods used for the present research study are discussed. The first chapter is designed under the title “Introduction to the Study.”

Before conducting the present study, there is necessary to know about the research gap in the studies that are already conducted. Hence, the studies already conducted and published already in the secondary literature such as research papers, books, journals, articles, conference and seminar papers that are published are reviewed in the second chapter under the title “Review of Literature”.

As the present study deals with self-employment and entrepreneurship by women, there is need to study about the nature of self-employment, home industries, statistics pertaining to self-employed women at national level, contribution of self-employment to GDP, Government incentives in the form of social welfare schemes, the assistance of NGOs and Government for self-employment, etc. For this purpose, the third chapter is written under the title “Women and Self-employment”.

Geographical territory plays an important role in the status and development of the people. As such it is also applicable to the self-employed women in Gulbarga city. Hence, there is need to study on the Gulbarga district in general and slum areas in Gulbarga city. The fourth chapter covered the area, demography, population, literacy, education, employment, occupation, environment, etc. of the Gulbarga district and city under the title “Universe of the Study”.
As the present study is sociological, there is need to collect the primary data on sociological background of the self-employed women. As such, the primary data collected on general and social background of the self-employed women are analyzed and discussed in the fifth chapter under the title “Social Profile”.

The prime focus of the present study is self-employed women and their socio-economic conditions. As such, the primary data was collected from self-employed women on the nature of self-employment, capital investment, skills required, income, status gained through self-employment, etc. The collected data on these aspects are analyzed and discussed in the sixth chapter under the title “Economic Profile and Self-employment”.

After the analysis and interpretation of the primary data, certain findings are derived from the study and summaries of the study are stated. Useful suggestions are given for the empowerment of self-employed women in slum areas. Further, the research study is concluded. Hence, the seventh chapter is written under the title “Findings and Conclusion”.

Apart from the above stated seven chapters, two appendixes are given at the end covering Bibliography and Interview Schedule. The research papers, books, Journal articles etc. that are used and relevant to the present study are listed in appendix-1 under the title ‘Bibliography’. The Interview Schedule used to collect Primary data is given in appendix-2.
1.10. References:


