CHAPTER – I

INTRODUCTION
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CHAPTER – I
INTRODUCTION

NEED AND IMPORTANCE OF WOMEN ENTREPRENEURSHIP

1.1 Meaning of woman entrepreneur -

In India, men generally take the lead in the entrepreneurial world. But with the changing times, and with the increase in the rate of literacy, women are now successfully entering into the field of entrepreneurship. Women now are conscious of their existence, their rights, their strengths etc. “Women Entrepreneurs are the group of women who have broken away the traditional path as being women and are exploring the new paths of economic participation.”

A Woman Entrepreneur may be defined as “Woman or group of women who initiate, organize or run a business enterprise.” According to Kamal Singh, “A confident, innovative and creative women capable of achieving self economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace along with her family and social life.” Government of India has defined women entrepreneurs as “an enterprise owned and controlled by women having a minimum financial investment of 51% of capital and giving at least 51% of the employment generated in the enterprise to women.”

Women can be more successful in the entrepreneurial world as they have proved talents and abilities and a compelling desire to do something positive. They have several inborn skills and qualities which makes them even more capable of being successful Entrepreneurs.

A Women Entrepreneur is an enterprising person who likes to take risks and opportunities because of adventurous spirit she possesses.

Researchers have observed that women Entrepreneurs are in no way different from their counter parts in terms of their personality, achievements, motivation and other related business attitudes.
Till 1975, Women Entrepreneurs were not given much importance. Women used to venture mainly in traditional items like handicrafts, food processing, pickles, papad etc. but as the UN declared 1975 as the “international Women’s year”, the approach towards women Entrepreneurs began to change. Many training programmes were organised, various modern management techniques were adopted. Due to the persistent efforts by the Government and liberal assistance by financial institutions, now women can be seen in almost every industry from Governments to hi-tech computer service. They are treated at par with men in all aspects of Industry.

Women in India were basically, economically and socially dependent on somebody else in the family as well as in the society. It was expected that with the urbanization and literacy drive in India, a woman now may be able to emancipate herself from the bondage of male dominated society, can be free herself from injustice and discrimination.

During last few decades, we find that a large number of educated women are making their own career. Modern education gave them same amount of self-confidence, they themselves have discovered the potentials. Now a woman is able to move freely and interact in the society in a more confident manner. No doubt that this freedom today woman has got is the outcome of a long struggle of two hundred years for getting constitutional rights and equality. A woman is now allowed to join Army, Navy and Air force. A strong desire to do something constructive and creative are the inbuilt qualities of women entrepreneurs who are capable of contributing values in their own family as well as in the social life. Due to the exposure to media, women are now aware of their own traits, rights and also the work environment. Today’s women are found indulged in every line of business i.e. from papad, pickles to energy and power cables. The opportunities and challenges are growing rapidly. They are now job creators. It’s a fact that Indian women entrepreneurs have initiated and created impetus for the other women at International level too. They no longer work and restrict themselves in the field of agriculture and cottage Industries in the traditional and conventional areas. Instead they have joined the field of Electronics, Engineering, Computers, Electricity and Energy. Young Indian women are coming forward in the path of
Entrepreneurship. They have taken a commendable place in the field of agriculture, Industry and Trade. The hidden entrepreneurial potentials of women have been changing with the growing sensitivity to the role and economic status in the society.

They have come a long way to reach to the present position. Say from job-seekers to job-creators. In yesteryears, the life of an Indian woman was well defined and predictable master plan. The social constraints and attitudes which were hurdles in the development of women entrepreneurs. The atmosphere they have to work and the attitude of the society were keeping them away from the multifaceted Entrepreneurial world.

India has witnessed a fairly good progress of large number of women becoming enterprisers. We now find many associations, Organisations and unions for women in this country. World conferences of women are also held from time to time.

One significant development, in recent years is the pivotal role played by various associations of women entrepreneurs. Their main object is to protect the interest of women entrepreneurs.

Today in India, there is need for more women coming forward and become entrepreneurs. It can spread a new wave of confidence and encouragement about their social status.

The newly framed economic policies would act as a morale boosting for women to undertake some novel independent business activities. The future of women entrepreneurs seems to be quite encouraging. She should always remember that there would be always some obstacles in her business activities “women entrepreneurs are not born but they are made.”

This is possible only when the entrepreneurial education and training programmes are provided to them to induce a good and challenging career after their college education and to those also who are far away in remote areas but who would like to become self reliant.
1.2 Causes of women entering into business activity -

The researcher tried to find out the reasons of women entering into business entrepreneurship. She found the following reasons which usually bring women in the business world.

(i) **Financial Need** – 80% of Indian women are dragged into the business because of the financial condition of their family. They may have poor financial condition in their family due to following reasons.

a) Firstly they may have inadequate means of livelihood.

b) Secondly unemployment or disguised unemployment may compel them to take some initiative in the business enterprise.

c) Thirdly the sudden mishap in their family resulting in loss of bread winner may force them to start some kind of business to support the family.

(ii) **Utilization of Leisure time** – The women having good financial conditions may have plenty of leisure time at their disposal. Due to inspiration or due to imitation they may start a business enterprise by observing successful women enterprise stories. They may not be intending a full time business but to utilize their leisure time. They may start a part time business which can be done conveniently and which suits their daily chores. Afterwards due to continued interest and initial success they may convert the small business into full-fledged enterprise with the support of their family. Other members of the family may join the successful enterprise if the economic gains are substantial and visible.

(iii) **Family Business** – There are lot of families in India which are conducting a particular business from generation to generation or families with first generation business always needs the human resources to manage such business activities. It is always economical and desirable to take family members as active workers to manage business activities. They are trustworthy and for co-ordination, family members can play pivotal role in
small business or business run by families. There are two types of family business in India. In the first category there are small business, which are fully run by family members and relatives with little help from outsiders. These families are engaged in traditional activities like shop keeping, tailoring, embroidery, carpentry, making pickles, papads and handicrafts.

In the second category there are families, which were doing traditional business, but over the time, business flourished and they are now large enterprises. But the management rest with the family members and the employees are engaged from outside.

In case of both the categories, women can play a significant and active role according to the requirement of the business.

(iv) **To Overcome the difficult times** – sometimes in the family main male member meet with an accident or indisposed on medical grounds or sometimes in the family, the main bread winner loses his job and family is in need of financial support. In such difficult situations, woman have no alternative but to seek an employment or start a business of her own. Employment requires qualifications and may not be suitable location wise but business can be started from the existing premises with little capital, which may be borrowed from banks or friends. Thus in the difficult times, she can support her family.

(v) **Prove her creativity** – Every woman secretly desires to show her creativity and prove herself in the male dominated society. She has some innate capabilities which are useful to be a successful entrepreneur i.e. organizing quality, tolerance, cleanliness and tidiness, courage in difficult times, Aesthetic sense, presentation qualities etc. She can flourish her business by using these qualities and can develop herself as a successful woman entrepreneur. Creativity and innovation are key to successful entrepreneur in the modern competitive age. Creativity gives her satisfaction and develops her personality.
(vi) **Financial Independence** – Most of the women have an ambition to become financially independent because they know that men and women are equal only when women are financially independent. They can seek a job opportunity or else they can start their own business to be financially independent. Unless they are financially independent, they can not be confident and successful women in their life and can not enjoy the freedom which every human being wishes for. They can not live with dignity unless and until they have financial independence. Financial independence brings a type of power and authority in them which makes them confident and decision makers in the affairs of family and society.

(vii) **To Develop own personal hobbies** – Sometimes a woman can develop her hobbies into a well-planned business. If she perceives it systematically the hobbies like drawing, embroidery, cooking, beading, travel and tourism, dress designing, beauty treatment, knitting, handicrafts etc can be well converted into a full-fledged business. It has lot of potentials in the business environment. Hobbies can give her job satisfaction as well as economic gains. She can involve her friends and relatives in her business and in this way can create employment opportunities for other women also. Lot of business based on hobbies can be perceived from home and she can utilize her leisure time in a fruitful way.

(viii) **To run an organisation for upliftment of a particular group of Women** – Some women have an inclination to carry out social activities and particularly to the economically weaker sections. A confident and well-inspired woman can form an organisation specially for women for their upliftment and for their gainful employment. She can run a co-operative society for the village folks which may be of any type depending upon the natural manmade resources available in that village or in surroundings e.g. preparation of mats, brooms, handlooms, rope making, making pickles, papads and house hold consumables.
Craze for power and authority – Last but not the least woman has the secret desire of having power and authority to dominate in the family as well as in the society, she knows that it can be achieved through financial independence and management control of a business or organisation. If she cannot get a place of power and authority in the employment, She may perceive a career in the entrepreneurship and try to improve her position and authority.

It is said that women entrepreneurs are into the business because they are driven by need or by greed.

The reason why women become entrepreneurs can be explained by two factors called PUSH factors and PULL factors also.

PULL factors –
1. Urge to become independent socially as well as financially.
2. To make maximum use of technical knowledge they acquired.
3. Occupational experience
4. Passionate about a particular activity
5. Dissatisfaction with the present job.
6. To attain self-satisfaction

PUSH factors –
1. Government grants and subsidies
2. Financial assistance from different Institutions
3. Availability of Resources
4. Encouragement from big business houses.
5. Availability of sick units on easy financial terms.
6. Encouragement from family business.

Women entrepreneurs have attributed the success by hardwork, dedication, devotion, determination and confidence and ofcourse with the entrepreneurial qualities such as to accepting challenges, being ambitious, enthusiastic, patient and skillful.
It is observed that economic strength is the basis of social, political and psychological power in the society. Naturally lower status of women is mostly because of their lower economic status, dependence and lack of decision making power.

Although women are prospering in the entrepreneurial world, in the male dominated society, the discrimination against fair sex is still being practiced. Particularly in India though women constitute majority of the total population, the entrepreneurial world is still male dominated. At this stage also she has to face many challenges to prove herself.

Empowering women entrepreneurs is essential for achieving the goals of sustainable development and the obstacles of their growth must be truly eradicated to have full participation in the business as promoting entrepreneurship among women is certainly a shortcut to the rapid economic growth of the country in true sense.

In the Indian contest, women entrepreneurs broadly can be classified in the following categories.

1. The natural entrepreneurs
2. The motivated entrepreneurs
3. The creative entrepreneurs.
4. The forced entrepreneurs.

1.3 **Well known personalities in the field of women entrepreneurship**

The researcher has studied some well-known personalities who achieved success as women entrepreneurs in different fields. She observed that these women have some unique qualities in them, some are inborn and some have acquired during the process of developing their business e.g. Risk taking ability, will to learn, creativity, adaptability, innovation, self confidence, will power, good salesmanship etc. In short, women are natural workers and relationship builders.
Normally Women entrepreneurs are considered as equal to pickles, papads, mess etc. These dynamic women entrepreneurs had proved this equation wrong during the last 30 years.

The women section of “Maharashtra Chamber of Commerce and Industries had been established in 1974 by Mrs.Sharayu Daptari. In 1958, she started Bharat Radiator Pvt. Ltd. industry and broke the traditional boundaries of women business line.

This well known Women Entrepreneurs can be classified under following categories in India.

(1) Women Entrepreneurs in Nashik (Researcher’s jurisdiction)
(2) Women Entrepreneur in Maharashtra (State level)
(3) Women Entrepreneur at National level.

1.3.1 Women Entrepreneurs in Nashik (Researcher’s Jurisdiction) -

The researcher has surveyed different women entrepreneurs in NashikCity. It is observed women in Nashik have explored different business lines right from Web designing to pickle production. Following are the few examples, which the researcher has studied.

a) **Mrs. Vinita Dharkar** – She has started the Company named ‘MEMCO’ in Satpur Industrial area in 1991. She is blessed with a pleasing, very soft spoken, determined and impressive personality. The company produces precision machine components for automobile industry. Right now she and her husband Mr.Rajan are supplying spare parts to MICO and CROMPTONS companies. They are expanding their business in line of Medical, Engineering Implants. Mrs.Vinita Dharkar has established herself as a dynamic woman entrepreneur in NashikCity.

b) **Mrs.Bhagyashri Kenge** – Being a mechanical Engineer Mrs. Kenge has selected computer field instead of Mechanical Engineering line. When internet was just introduced, she produced first “Nashik Marathi Portal
naming “Marathi World.Com” and subsequently she started web-designing and established “Cybertee Networks Pvt. Ltd. She has a good web-designing experience and has a dedicated young team which does all types of Web-designing software including animations. She is honoured with National level award for her best community portal.

c) **Mrs. Dr. Vijaya Sule** – is well known Gynecologist in Nashik. In spite of being a doctor, she has developed interest in the organised farming and has started a horticulture farm on the area of 22 acres. She has established a full fledged nursery for Horticulture plants like mango, cashew nuts, Guava and Chikoo. Apart from nursery, she has developed her farm for natural tourism and she organises seminars and workshops in the ‘Madhuban’ farm which has become a star attraction for tourists also.

d) **Mrs. Chitra Samant** – Chitra Samant is a success story of a woman from a lower middle class with an education level of just S.S.C. Initially she worked as a clerk. Subsequently, she decided to start wafers preparation on a small scale in 1975 at her home. But now it is a full fledged business, with a company namely “Samant Food Products” with the production of Potato Wafers, Chikki and Farsan. She is a hard working lady with determination. She has gone through a lot of hardships to established herself as a successful entrepreneur. This business is now well-established.

e) **Rajani Sakurikar** – Shanmukha Laboratories. She is a pioneer in establishing R & D for metallurgical and chemical equipment solution. She is the only entrepreneur in Nashik District helping all business activities of casting formation and tools (x-ray). She is a well established woman entrepreneur. She has achieved this success by determination and hardwork.
1.3.2 Women Entrepreneurs in Maharashtra (State) -

After 1974, number of women entrepreneurs treated a new path of business enterprises in Maharashtra state e.g.

(a) **Mrs. Prema Purav** – Captained the co-operative movement like ‘Lizzat’ which is now a well established and reputed brand in the food industry.

(b) **Mrs. Veena Patil and Mrs. Sonali Jakatdar** – have explored the field of the services like travel and tourism. They have established the companies like ‘Kesari’ Tours and Travels and ‘Sachin’ Travels.

(c) **Mrs. Smita Talwalkar** - In the field of media and entertainment in the Marathi film and T.V. industry, “Asmita Chitra” has established a well-known production industry which produced the serial and feature films. Smita Talwalkar is the proprietor of this production house.

(d) **Mrs. Deepali Prabhu** - is one of the leading manufacturers of ‘Digital security safe’. She has established her own Engineering unit.

(e) **Mrs. Swati Takle** - and her daughter Vaiju Kaygaokar are successfully managing the business of Jewellery making and sale which was established by her father.

1.3.3 Women Entrepreneurs in India -

a) **Miss. Ekta Kapur** – She has broken all the records in the entertainment Industry and her production house ‘Balaji Telefims’ is one of the biggest production house in Indian Television Industry with the turnover of more than 100 Crores, merely 30 years old woman proved the world within the span of 7 years that a determined and disciplined, innovative women can do miracles in the field of Entrepreneurship.

b) **Mrs. Shehnaz Hussain** – is a synonymous world for beauty-products. Shehnaz beauty products are the well known brands and popular among women right from the age of 15 to 60. She has given tough competition to the multi national companies like Lakme, P and G and Godrej.
c) Miss. Rekha Chittar - Aastha is a well known reiki Healing Centre run by Miss Rekha Panchkaran, a renowned Reiki Healer in Delhi. Rekha named her clinic ‘Aastha’ for she is of the opinion that belief is the only thing which can help us recover from not only illness but every other misery. A Trained Reiki Healer Accupressure and meditation follower, Rekha also has a very wide exposure in counseling people on all kinds of domestic and other problems faced by them.

d) Kiran Mazumdar Shaw – She is the first female master brewer and the richest woman in India. She obtained her Honours degree in Zoology from Bangalore University. Then she went to Ballarat University to study brewery. She started her firm ‘Biocon India’ in 1978 in her garage. With her hardwork and determination she overcome all the obstacles and turned Biocon India into the biggest Biopharmaceutical firm in India.

e) Rajashree Birla – She is a successful woman entrepreneur and Chairperson of Aditya Birla Centre for community and rural development. Her focus is on the all round development of the communities around the plants located mostly in distant rural areas and tribal belts.

1.4 Meaning and theories of entrepreneurship development -

The Economic development of any Country always depend upon the entrepreneurs. “Entrepreneur” is a person who takes initiative, have skill and spirit of innovation. He identifies the business opportunities and grabs them for economic gains. Entrepreneurs are highly motivated and action-oriented individuals who dare to take risks in the business to achieve their goals.

The word “Entrepreneurs” is derived from the French verb “Entrepreneur” It means to undertake. In the sixteenth century, the Frenchmen who organised and led military expeditions were referred to as “Entrepreneurs”.

(12)
The Entrepreneur co-ordinates the different factors of production. He takes the
risks in the business. He innovates which ultimately makes him the hero in the
drama of economic development.

Following are some of the definitions of ‘Entrepreneurship” given by different
economists.

(A)  **Definition by Higgins** – “Entrepreneurship is meant for the function of
seeking investment and production opportunity, organising an enterprise to
undertake a new production process, raising capital, hiring labour,
arranging the Supply of Raw materials, finding sites, introducing new
techniques and commodities, discovering new sources of raw materials
and selecting top managers for day to day operations of the enterprise” *1

(B)  **Definition given by William Diamond** – “Entrepreneurship involves the
willingness to assume risks in undertaking an economic activity particularly
a new one. It may involve an innovation but not necessarily so. It always
involves risk taking and decision making, although neither risk nor decision
making may be of great significance” *2

(C)  **Definition by Cole Arther** – “Entrepreneurship is the purposeful activity of
an individual or group of Associated individuals, undertaken to initiate,
maintain or aggrandise profit by production or distribution of economic
goods and services” *3

An Entrepreneur must possess certain competencies to become a
successful entrepreneur. Some of the competencies or abilities are
inherent abilities like capacity to work hard, sincerity, loyalty, leadership
etc. But some qualities should be acquired by him, which can be learnt by
practical experiences like Co-operativeness, courtesy, balanced attitude,
temperament etc.

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*1 Dr.Deshmukh Prahasar, “Udyojakata Vikas”, Pimpalpure and Co. Publishers, Nagpur,
June 2002, P.1
*3 Cole Arthur, H. Business Enterprise, in its social setting, Harvard University, Press
Cambridge. 1959. P.44
In short the various competencies that a successful entrepreneur possess can be listed as follows –

i) **Initiative** – It is the entrepreneur who takes initiative for setting up of an enterprise and carries out new combination to accelerate the process of economic development.

ii) **Looking for an opportunity** – An entrepreneur always seek the business opportunities and grab these opportunities in a best possible way.

iii) **Persistence** – An entrepreneur never gets discouraged by failure. He tries to overcome all the obstacles for achieving his desired goal.

iv) **Information Seeker** – An entrepreneur is always receptive to new ideas, for realising his goals.

v) **Quality consciousness** – A successful entrepreneur always set high standards for him and put his best for achieving those standards. He believes in excellence.

vi) **Commitment to work** – A successful entrepreneur always honour the commitments, he makes.

vii) **Proper planning** – A successful entrepreneur always plan his future course of action keeping in mind the goals he has to realise. He puts his best to execute the plan.

viii) **Assertiveness** – a successful entrepreneur believes in his abilities. So he ensures others to fall in line with his thinking with the best interest of his organisation.
ix)  **Ability to Persuade** – A successful entrepreneur through his sound and intellectual arguments persuades others and convince them to do the work the way he wants them to do.

x)  **Employees welfare** – The employees are the soul of any business organisation. If the employees are committed, the organisation is bound to perform well. So a successful entrepreneur tries to promote organisation’s interests through promotion of interests of the workers. He creates the feeling of team spirit in an organisation through welfare of the employees.

**Theories of Entrepreneurship Development According to**

1.4.1 **Joseph A Schumpeter**

Entrepreneurs are motivated by will to power, will to conquer, to impulse to fight, to prove oneself superior to others to succeed for the sake not for the fruit of success but for success itself*4

There are many theories about Entrepreneurship. But Schumpeter’s Theory given in 1934 in his famous book “The Theory of Economic development”*5 has a unique value and impetus till today. As compared to classical Economists which invises major role to capital, land and machinery in economic development Schumpeter outlined the importance of Entrepreneurship and hence his theory stand unique. Classical economists could not distinguish between entrepreneur and manager and hence they could not give distinct theory about interest and profit. Schumpeter emphasises that economic development of the country is neither a natural process nor an automatic process. Someone has to take the lead and responsibility by adopting innovation. The innovator is nothing but the entrepreneur who ends the stagnation and gives imputes to economic development process.

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*5 Dr. Deshmukh Prabhakar, “Udyojakata Vikas”, Pimpalpur and Co. Publisher, Nagpur, June 2002, P.43, 44, 45
**Entrepreneurial motivation** – According to Schumpeter entrepreneurship is a creative activity. It includes doing the things differently which are not normally done. In this way Entrepreneur make innovations. Entrepreneur is a talented and motivated man who plays an important role in development process. His motivation is not for the profit but they have motivated will to power, will to conquer and to impulse to fight, to prove oneself superior to others.

**Entrepreneurial qualities** – Schumpeter has given following Entrepreneurial qualities to be successful businessman.

i) Capacity and skill of foresightedness
ii) Abandoning traditional paths and thinking on new lines and experimenting.
iii) Capacity of social resistance and will to be successful.
iv) Capacity to find the solution by creative and innovative ways

**Ways of Innovation** – Schumpeter underlines the following ways of innovation

a) Production of new consumer goods or improvising existing consumer goods which consumer is not aware of.
b) Changes in existing production processes or exploring innovative production processes
c) Exploration of new markets
d) Exploration of new resources or research on potential resources.
e) Organisation of industry on new lines as per requirement.

**Innovator and Inventor** – Schumpeter has made distinction between innovator and inventor. Inventor does the research which may lead to new production process or new resource. Innovator utilizes the research to manufacture new commodity or enhance quality of the existing commodity which results in earning of profit and business satisfaction. Inventor gives new ideas and new thought processors but innovator applies and implements in reality to manufacture tangible goods and services. The role of inventor and Innovator are useful in the larger interest of the society. But the role of innovator is wider and all pervading.

**Role of Entrepreneur** – As an innovator, Entrepreneur brings changes in economic development and accelerate the economic development process.
1.4.2 **Theory given by Hegen** –

After studying the development of underdeveloped and developing countries and its social milieu (conditions environment) Averest Hegen has propounded his “Theory of Entrepreneurship”. He says, even in traditional stratified power centric society, there are process of change which may influence a class of people or group of people which has everlasting psychological impact which may result in assist in Entrepreneurship development in due course of time. 

i) **Social structure in underdeveloped countries** – In the underdeveloped countries social structure is power centric stratified and static. Every individual or group of individuals have a particular social status in an order and fixed heirachial relationships among different social stratas. In such social structure there is no freedom and equal opportunity for the people. hence there is no individual development or scope for development.

ii) **Social Changes** – Due to various reasons there are changes in the society which may lead to loosing of power and social status of a particular class which again may be reflected in the psychological behaviour of that class and individuals in the generations to come. According to Hegen, the individuals of these generations may be of following types.

a) He may be a retreatist
b) He may be a ritualist
c) He may be reformist
d) He may be an innovator

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*6 Dr. Deshmukh Prabhakar, “Udyojakata Vikas”, Pimpalpur and Co. Publisher, Nagpur, June 2002, P.43, 44, 45
Creating Entrepreneurial Class – According to Hegen, due to social changes, a social group or class may lose prestige, power and social status in a stratified society which results in fear, insecurity and depression in the minds of male members of this class or group. This negative loser’s mentality may remain in 4 to 5 generations of that class. But women after this start up bringing of the next generation in different way. They refute the thinking of their father and husband and try to imbibe on children the ambition, spirit of Social resistance and try to motivate for hard work and will be succeeded which ultimately results in a new dynamic generation which has qualities of Entrepreneurship. Thus from oppressed class a generation of Entrepreneurship is born.

1.4.3 Theory given by David McClelland –

David McClelland developed the theory known as “achievement Motivation Theory” According to this theory people who have high achievement motives always try to excel and succeed. They always take calculating risks and want to win in every task they undertake. For them money is not the only goal in life but instead they strive for personal achievements. They want to do something better and in a more systematic and efficient way than it has been done before. David McClelland theory is based on the following factors.*7

i) **Need for Achievement** – According to McClelland the need for achievement motivates people to take risks. People do not do anything extraordinary for the sake of prestige or social recognition but they do it for the sake of one’s personal satisfaction. According to him, people with high need for achievement behaves like successful Entrepreneurs.

ii) **Economic Development** – McClelland says that the need of achievement is the most critical to the nation’s economic development.

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*7 Dr. Deshmukh Prabhakar, “Udyojakata Vikas”, Pimpalpur and Co. Publisher, Nagpur, June 2002, P.43, 44, 45
iii) **N-factor rating** – According to McClelland, the achievement motivation of the different countries is based on ideas related to the need for achievement contained in the Children’s stories. This criteria of N-factor rating was inner concern for achievement.

iv) **Ambition as the lever of achievement motivation** - Ambition motivates people and make them more active in their task. It makes life meaningful. It broadens their vision. this provides base for McClelland’s N-factor.

Ambitions electrifies the man’s actions. So it is the duty of leaders to build-up ambitions into the minds of young people.

McClelland found that achievement motivation was lower among people of under-developed countries than among those of developed countries.

The people’s biggest obstacle of economic progress in countries like India is the limited ambitions of people.

- **Summary of findings of various Researchers**

  **Table No.1**

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<thead>
<tr>
<th>Author</th>
<th>Factors that contribute to development of entrepreneurship</th>
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<tbody>
<tr>
<td>Weber 1930</td>
<td>‘Protestant Ethic’ which emerged from the religious belief system of Calvinistic Puritanism, and which is absent in oriental religious belief system.</td>
</tr>
<tr>
<td>Schumpter 1961</td>
<td>Suitable environment institution in grasping the essential facts.</td>
</tr>
<tr>
<td>Levine 1966</td>
<td>Status mobility system where status is attained through outstanding performance, initiative, industriousness and foresight through self reliance and achievement training.</td>
</tr>
<tr>
<td>Hagen 1971</td>
<td>Creative personality, High need achievement need order and need autonomy fairly wide spread creative problem solving ability and a tendency to use it positive attitudes towards manual and technical labour and the physical world.</td>
</tr>
<tr>
<td>Chochran 1971</td>
<td>Attitude towards occupation, the role expectations held by sanctioning groups and the operational requirement of the job.</td>
</tr>
<tr>
<td>Author</td>
<td>Factors that contribute to development of entrepreneurship</td>
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<tr>
<td>McClelland 1969</td>
<td>Need for achievement through self-study, goal setting and interpersonal support. Keen interest in situations involving moderate risk, desire for taking personal responsibility, concrete measures of task performance, anticipation of further possibilities, organizational skills, energetic and/or novel instrumental activity.</td>
</tr>
<tr>
<td>Kilby 1971</td>
<td>Perception of market opportunities gaining over scarce resources and marketing of products. Dealing with public, bureaucratic concessions, licenses, taxes, and management of human relations within the firm and with customers and supplier. Financial and production management, technological knowledge (Kilby given low priority to ‘need for achievement’ and ‘moderate risk taking’)</td>
</tr>
<tr>
<td>Christopher 1971</td>
<td>High demand for product and experience in the lives of business/industries.</td>
</tr>
<tr>
<td>Kunkel 1971</td>
<td>Values, attitudes and personality are meaningless variables leading to blind alleys of theory and action.</td>
</tr>
<tr>
<td>Nafzziger 1971</td>
<td>Perceived challenge to status, new religious sects and reformed groups.</td>
</tr>
<tr>
<td>Staley and Morse 1965</td>
<td>Quality of services in Industrial advice, managerial training and industrial research.</td>
</tr>
<tr>
<td>Fox 1973 mines 1973, Papanek 1973</td>
<td>Economic opportunities and political conditions</td>
</tr>
<tr>
<td>Nandy 1973</td>
<td>Supportive community, self image which gives meaning, value and status to an entrepreneurial career.</td>
</tr>
<tr>
<td>Singer 1973</td>
<td>Traditional system of occupational culture which facilitates the process of modernization, special opportunities, motivations, experience, trading or knowledge. Traditional belief and value system which are flexible to allow for reinterpretation with changing conditions.</td>
</tr>
</tbody>
</table>

1.4.4 **Entrepreneurial Theories** -

1) Well known economists, Schumpeter (1961) mentions that Entrepreneur requires suitable local National environment and young people would intuitively grasp the favourable factors in environment.
2) Levine (1969) refers to the satisfaction that Entrepreneur get when they feel that the business has brought them status. They feel proud that they have attained a status on the basis of outstanding performance in business. Levine points out that entrepreneurship depends upon initiative, industriousness and foresight through self reliance and achievements training.

3) Hagen (1971) emphasizes creative personality and a high need for achievement training. An entrepreneur requires a proper system and order in the governance of the country and also a great deal of autonomy to take his own decision. Hagan further adds that an entrepreneur must have a creative problem-solving ability and a habit of using it positively towards manual and technical problems.

4) Corchran (1971) refers to the attitude of entrepreneurs towards the occupation he undertakes and the role expectations held by sanctioning groups and the operational requirement of the job.

5) McClelland (1969) has underscored the need for achievement motivation through self study, goal setting, and interpersonal support. Entrepreneur must show keen interest in studying the situation involving moderate risks. He should have desire for taking personal responsibilities and work out of measures of task performance by anticipating future possibilities. He must have organizational skills and he must know to restructure organisation whenever necessary.

6) Kibly (1971) – Points out the need for perception of marketing opportunities thereby gaining command over scarce resources and marketing skills to sell the products. He also writes extensively about dealing with public and handling bureaucrat hazzard such as licensing system, taxes and other controls laid down by the Government. He further underlines the need for human relations within the firm and also personal relations with customers. He further says that the businessman must have
a thorough knowledge of financial and production management and even the technological knowledge.

7) **Chirstopher (1969)** – Vividly describes the resourcefulness of the enterprises to anticipate demands for his products.

8) **Kunkel (1971)** – elaborates those entrepreneurs who respect a set a values and who have engaging personality. He affirms that a mere theoretical approach would not make businessman a successes.

9) **Nayziger (1971)** – Also encourages the people to achieve status on the basis of business acumen.

10) **Staley andmorse (1965)** – Appreciates these enterprises who have a great perception about the quality of services and who spend a lot of money on managerial trading and industrial research.*8

### 1.5 Background of Nashik city and scope for women entrepreneurship in Nashik -

Nashik is an ancient city and major pilgrimage centre. It is a sacred city which is blessed by the presence of Hindu deity Rama. It is a sacred place where after every 12 years the great ‘Kumbhamela’ is being organised. It is a great city of learning from the historic times and geographically located on the bank of river Godavari which is surrounded by a Sahyadri ranges on western side and large tracks of fertile land in the north south and western side. The climate of Nashik is very cozy and temperate. It is one of the places where nature is at its tranquil best.

In the history, Nashik was famous centre of learning for Vedantic studies. Lot of ritual activities are performed on the banks of Godavari by the well learnt priest class.

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*8 Dr. P.C. Shejwalkar, “Entrepreneurship” by Ameya Prkashan
After independence, Nashik and surrounding agricultural area became one of the fast growing agricultural developing zone in entire Maharashtra principally due to two reasons. 1) Development of grapes cultivation and its exports 2) Development of number of sugar factories. In recent times apart from export of grapes around 500 Crores yearly, there is development of Winery industries in Nashik district. Now it is celebrated as a wine city of the country. More than 100 wineries have come into existence with large export potential. Being proximity to Mumbai, lot of vegetable cultivation is done in Nashik district and daily transported to Mumbai and other urban areas. An average daily 500 trucks of vegetables are sent from Nashik APMC (Agriculture produce marketing corporation). To put in a nutshell Nashik has a good potential for agro-based industries and allied industries.

Taking into consideration the geographical advantage, plenty of land and water availability, Govt. of Maharashtra has developed 4 MIDC zones in and around Nashik namely Ambad, Satpur, Ozhar and Sinner. Recently a five star industrial area is being developed in Malegaon near Sinner, 200 km from Nashik. Gonde Industrial Area is being developed on the Nashik Bombay Highway. There are leading engineering industries like Siemens, Mahindra and Mahindra, Garware, Cummins, Jyoti Structures, Kirloskar etc. Being a part of Industrial Triangle of Maharashtra i.e. Bombay-Pune-Nashik. Nashik has an immense potential to develop as a big industrial agricultural and educational centre of North Maharashtra. In the last 10 years there is phenomenal increase in the population of Nashik nearly from 6 lakhs to 15 lakhs which is considered as one of the highest growth in urban population in the whole of Asia. After Pune IT tycoons are eyeing Nashik as a promising IT destination in the time to come.

Nashik is being developed as a good educational centre in North Maharashtra after Pune. There are three Engineering colleges, one medical college, One medical university, one open university and number of other graduate and post graduate colleges functioning in the city.

As described Nashik has large potential for development of small scale industries and tertiary Industries in the field of agriculture and manufacturing. At the same time due to development of large urban population it can develop as a major
Centre for trading and service industry. Naturally women entrepreneurs have a wide scope in such a business environment.

1.6 Types of women entrepreneurship in Nashik –

Women entrepreneurs in Nasik city can be classified into four categories. a) Women engaged in manufacturing industry b) Women engaged in trading industry c) Women engaged in service industry d) Women engaged in professional industry.

1.6.1 Women in Manufacturing Industries -

In the last 25 years with particularly establishment of four MIDC areas in Nashik, slowly women are setting up their own manufacturing units of different kinds in Nashik MIDC area. Engineering Industries are prominently located. Hence women are also setting up ancillary Engineering Industries like Automobile spare parts, Precision machine components, Machine die, Electroplating, Galvanizing, Fabrication works, Steel furniture manufacturing, Bulk-drugs manufacturing, Inorganic chemicals manufactures, Assembling, Electronic good and spare parts, Switch gear components, Energy equipment, Electric switches, Agriculture implements, Corrugated boxes, Packing materials, Plastic bags, Textiles and Pesticides.

Apart from Engineering Industries there are number of pharmaceuticals, electrical, cable industries located in Nashik MIDC area. There is large Hindustan Aeronautics Limited at Ozhar and Defence establishment at Deolali. These companies require numerous articles for consumption right from engineering goods to personal goods which can be supplied by the individual entrepreneurs. Women in Nashik also have large scope in the packaging industry because lot of agriculture exports taking place from Nashik and surrounding areas.

1.6.2 Women in Trading industry –

Trading is a diverse and wide spread activity. Anything which is manufactured will have to be treated to reach the intended customers. Nashik is a fast growing city
with a population more than 15 lakhs and prominent commercial centre in the North Maharashtra catering to the commercial needs around 50,00,000 population in the surrounding areas. Naturally, large number of capital goods consumer durable, consumer non-durable and consumption goods are required.

It is observed that women entrepreneurs are actively engaged in the trading activities like garment Sales, textile sales, boutiques, sale of food articles like papad, pickles, bakery products, dry fruits, book shops, jewelry shops, vegetable vendors, medical shops, Grocery shops provisional stores etc.

Nashik is becoming a cosmopolitan city and due to large exposure and commercial wisdom, they are becoming successful in trading activities.

Trading activity is relatively simple and requires less qualification, training and resources. Due to liberal loan policies and reasonable interest rates of banks, easily availability of credit facilities, women can raise capital required for trading activity as per requirement. Due to flexibility of the job, they are more attracted in the trading activities as compared to manufacturing.

1.6.3 **Women in service industry**-

Women are well educated and have acquired professional abilities in different sectors. If they have the determination, inclination and power of organisation, they can start an enterprise in any service industry which suits to their capacity and requirement. The only thing they require is a well planned strategy and positive frame of mind and ability to work hard towards to desired objectives. Number of coaching classes, catering services, event management services beauty parlors, Architectural services, Interior decoration services, health services, legal services are being offered by women entrepreneurs.

1.6.4 **Women in Professional industry** –

Now a days, women are acquiring higher professional qualifications in a significant number. The researcher observes numbers of Doctors, Chartered Accountants, Architects, Lawyers, School teachers, Software Engineers are women. hence they are well established in the number of service areas and doing
the job competitively and successfully. Particularly in the field of health and education women are playing a dominant role and offering numerous services to the large section of the society from time to time.

1.7 **Dual role of women as a business woman and a house wife -**

The role of a woman in day to day life is dynamic. She has to balance many fields at one time. She has to play multi faceted role. She is a working woman, a wife, a mother, a daughter in law at the same time. But this journey from traditional woman to a modern woman is not very easy for her especially as compared to men in the entrepreneurial world. The mindset of the society had to be broken by her. Actually lot of tensions exist between her career and her personal life. If she choose to give priority to one role, automatically the other role is slightly neglected. Her involvement in one role becomes more difficult task because of involvement in another role.

She has a very demanding role in her family and relatives. But at the same time it greatly affects her ability regarding time, energy and concentration as a woman entrepreneur. The mindset of the society restricts her sometimes to move freely in the outside world with men. The cultural values play a vital role for free movement of women in the society.

As it is, she has to face a tough competition and problem which are associated with the entrepreneurial world. The complications arise when she has to face problems from home front also. Its a reality that she always has to play dual role. i.e. as an entrepreneur and as a home maker also. Sometimes if the pressures are more from business front as well as from home front, she may go through frustration.

Woman’s primary responsibilities are always her husband, children and other dependent members in the family. And entrepreneurial world is also a challenging job for her. Family obligations sometimes may restrict her abilities to became a successful entrepreneur. It is a big challenge for her to maintain a fine balance between her business as well as her home front.
The most important factor which gives her entrepreneurial aspirations is her own family. The success of women entrepreneurs greatly is influenced by her family member's support. If it is positive and encouraging, then the journey of her entrepreneurship becomes much easier.

A successful women entrepreneur must be well at balancing the diverse aspects of life. She must have a great amount of multi-tasking abilities. She can successfully blend her business priorities with household responsibilities. If she gets support and encouragement from her husband and other family members, then she can perform more efficiently and effectively at both the fronts i.e. Business front and home front.

Women is God gifted as far as natural qualities are concerned. For example Creativity, nurturing healthy relationship with her family, friends and the society. Some of these qualities and proficiency, she can adopt for flourishing her business. Also she has the innate capacity of multi-tasking as a woman which helps her to integrate it with managerial and organizational skills.

The characteristics of a successful woman entrepreneur can be listed as -

i) She is confident in her ability.
ii) She is ready to learn from others.
iii) She is optimistic and ready to take task and risk.
iv) She is cost conscious as she prepares budget estimates.
v) She has the ability to work with different levels of people
vi) She is very keen on maintaining relationships and
vii) She can communicate effectively.

To be successful entrepreneur she has to set some short-term as well as long-term objectives. She should always be focused, determined and disciplined by herself. She has to plan her daily chores in such a way that she can perform her duties as per the set objectives without any waste of time and energy.

Time Management plays a pivotal role while performing different activities. She must have positive frame of mind and rational thinking and of course a very professional approach towards any problem faced by her time to time.

(27)
As she has to perform these multifaceted activities, naturally she should be physically and mentally fit and healthy. She should be able to keep her family problems and business problems in different baskets and try to avoid mixing of these two issues.

Being an entrepreneur she should be capable of assessing the work in hand, time required, material and human requirements. She should approach the work with strategy and a plan of action with the available resources at her disposal.

If we study the case history of the successful women entrepreneurs, we will find that most of the women possess the above mentioned qualities and they are fulfilling the requirements of their business enterprises successfully.