CHAPTER-IV
ANTHROPOLOGY AND WOMEN ENTREPRENEURSHIP
In a changed scenario our economy has witnessed the emergence of women entrepreneurs to a great extent. Women are no longer confined only to kitchen. The division of labour was fixed in the beginning on basis of sex. But over the years the involvement of womenfolk in different sectors of human society like Military, Air force, Navy and also in the technological development of the society has made the society to accept the involvement of women at various stages of economic growth. As a result the women folk are coming closer and closer to become inevitable part of economic development by contributing their might in the process of National Development. Here an attempt has been made to know and understand the cultural background of the women entrepreneurs who have contributed their might in nation building process. The overall development of women, their self-sufficiency, continuous and gradual growth of them backed by educational status and also the amalgamation of courage and confidence in them has made them to think in a different way. This has resulted in their independent existence
without depending on others. Side by side with the cultural context or the background of the women entrepreneurs, one should have to have their social and economic background also. The social background is the most important ingredient in understanding the social fabric of the society in general. Ours is a caste based society. Every caste has its own importance when compared to others. Every caste has given some special importance to women folk. Here the most important criteria is that the women folk in lower sections have more freedom than the women folk of the higher strata. Naturally the upper strata people are economically well off and do not find any chance of sending their womenfolk outside for earning. As I have already stated that almost 50% of the total population constitute the women folk and wherein only a handful of women have occupied the prime positions in the society. Majority of them have been neglected and displaced.

In Karnataka, that too, in North Karnataka, Lingayat caste plays a very dominant role in administration and social activities. If we go through the caste hierarchy one can find the significance of the system. But these Lingayat households are agrarian ones. In all agrarian families people work round the clock and that too the womenfolk practically does not find any time to take care of themselves. Under such
circumstances sparing little time in involving themselves into income generating activities are both commendable as well as rejectable. It is commendable because it gets them additional revenue to lead their family without much risk. It is quite rejectionable because in an agrarian setup both men and women should think about the overall welfare of the people involved in it. They are not supposed to take care about themselves at all.

Now owing to awareness, education and through via-media, people are not only tempted to earn extra for themselves but also made their womenfolk to go out of the family to earn according to their capacity legitimately. Bakery unit is one such area wherein one can spend little time and learn the techniques of preparing bakery products and thereby earn extra income for the family.

Women entrepreneurs are from different castes and sections. There is no bar on the part of anybody to take proper training in bakery products. Being the head of the Bakery Unit in the University of Agricultural Sciences, I have succeeded in conducting several camps and programmes for such people to enable them not only economic independence, but also to emerge as good entrepreneurs as well. A number
Researcher monitoring the preparation of bakery products

Researcher seriously observing the trainees for the preparation of bakery products in the department of UAS, Dharwad
of scholastic studies about the involvement of women in income generation have come in different disciplines like Economics and Home Sciences, but the present study has been done in anthropology for the simple reason that almost 50% of the population of country has women folk. Any involvement of women folk for having extra income not only helps them but also develops the economy effectively. But my study is purely concentrated on the rural masses to keep in view the rural development of the society. In a radius of about 60-75 kilometres, many aspirants have come and taken training in our institute.

The following are some of the cases who have emerged as good entrepreneurs.

**Case No. (1) Smt. Manjavva** (aged 35) is one of trainees who stays in Yettinagudda. She attended 2-3 camps organized by University of Agricultural Sciences periodically. Manjavva comes from a poverty stricken family. There are five members in her house. Her husband is a landless agricultural labourer. He rarely goes out for earning. Moreover he does not get sufficient work to do. Even if he goes out he does not earn enough. At the most he earns Rs.60/- to 70/- per day. Manjavva studied up to tenth standard. One day she saw an
Students of Rural Home Science College (UAS) keenly observing the demonstration of the research on bakery products

Research demonstrating the trainees for bakery products at GTC, Dharwad
Senior Helper (Bakery Unit) is giving demonstration

Different ingredients needed for bakery items
advertisement of University of Agricultural Sciences on Bakery Training Camp. She came and approached the researcher who herself was organizing the camp. Manjavva not only attended the camp but also learnt all the techniques required to prepare Bakery items.

In the initial stages, Manjavva worked in a Bakery shop in Dharwad. While doing work at Dharwad she used to get Rs.150/- per day. That was very much helpful to her to lead her family. After some time she approached the bank for loan for self-employment. Now Manjavva is an owner of a bakery and now she is happily settled and now she is economically well off and this status made her to represent even politically and now she has become a Gram Panchayat Vice-Chairman. Manjavva recalls her memory and that the researcher and University of Agricultural Sciences authorities for helping her in leading a very free, calm and decent living.

Case No. (2) Kallavva (aged 28) hails from Yadawada. She is from a joint family system. The family has 30 acres of land. In spite of that the family finds it difficult to maintain itself due to the meager earnings. Kallavva studied up to eighth standard and somehow managed to go nearby cities for garment work. Her family conditions could not find any solution out of this. Meanwhile she left that garment work
Researcher organized a training camp at Hanumanmatti, Demonstration is going on.

Senior Helper is mixing the ingredients needed for bakery products
and started learning tailoring. This tailoring work also fetched her good income initially and at the same time she could stitch clothes to her own family members. After a year or so she went to a Mahila Mandala where she got training in the preparation of pappad (Happala), chakli and so on. This work continued unabatedly. One day she was told by a friend of her who was in Dharwad to come and join University of Agricultural Sciences for training in Bakery Products. Meanwhile her family members showed little reluctance to send her to the said training. After her friend persuaded them she was allowed to join. Later they agreed and sent her. Kallavva joined the training and got all the skills in preparing a variety of bakery products including the preparation of biscuits, cakes, bread and puffs. After the bakery training was over she managed to have a separate bakery with her friend. During this period also the family members opposed this stating that it is too costly and that they had no money to invest in a bakery. Later Kallavva and her friend approached an NGO and requested them to provide some guarantee to seek loan from the bank. The NGO personnel also refused their request. Then Kallavva and her friend approached some officers in a rural bank and requested the manager to provide them loan. As a surety the head of the family pledged own
land and got her loan to start the bakery. Somehow Kallavva and her friend managed to open one bakery in a very good locality. Due to the hard work they earned name and fame within a very short time. As a result of this they could get lot of orders for cakes and puffs. This fetched them lot of profit. Meanwhile Kallavva's friend had differences in sharing the profit. Kallava having no other alternative managed to pay back the contribution she made towards the bakery and got full ownership. Within two years Kallavva managed to pay back the entire loan amount taken from the bank. Apart from this Kallavva now appointed 2-3 workers to work under her, in the bakery and to supply different bakery items to other Bakeries as well. By doing so Kallava managed to run her family systematically. For this she even today remembers the help rendered by her friend in making her to get bakery training. Even today Kallavva has maintained good contact with the researcher. Whenever Kallavva finds any difficulty in running her bakery she approaches the researcher for help. This Kallavva's episode also inspired others in the village who were also poor to get this training and to overcome their poverty stricken nature of the family. As a result of this in Kallavva's village 4 to 5 ladies are going to nearby cities to work as assistants in preparing bakery products.
Case No. (3)  Paravva (38) hails from Madihal, one of the old extensions of Dharwad city. Paravva from the beginning was very active in doing subsidiary occupations apart from being a coolie to earn extra money to lead her family. Paravva in the beginning was selling vegetables in the market. Every day Paravva was earning roughly Rs.100 to Rs.125. Somehow she could not pursue this job due to the quarrel she picked with the vegetable vendor. Somehow she managed to have compromise with the vendor and could not succeed in that. Meanwhile she joined a garment shop and started doing that job. In the beginning she found it difficult to adjust herself to the new environment. Apart from that Paravva was not that much intelligent to handle the situation. The type of customer she faced were entirely different from the previous job. Hence Paravva started to take leave of this job. During this time she was told by her employer (garment) to seek training in bakery department at University of Agricultural Sciences, Dharwad. She went and approached the bakery head and got an application for the enrollment for this training programme. Paravva was not alert in her work in the beginning. Later she developed little interest and somehow managed to do some work at the bakery. After the training was over, she approached many bakery people in and around Dharwad and
Traditional heating chamber used for baking of bakery products

Successful entrepreneur IV

Successful entrepreneur V
Hubli city. No one was ready to take her as they had no vacancy in their Bakeries. After having wandered here and there for a period of 2-3 months she was employed in a bakery on a very low wage. Since Paravva had training she did not take much time in learning the tricks of the trade and also the preparation of the Bakery items. Paravva was also asked by the shopkeeper to go to nearby villages for the sale of bakery products. Paravva was very talkative and could convince the villagers to buy the products. She told them that the bakery items were prepared by herself. This went unabatedly for almost a year or so. One day the village head man told Paravva to have small bakery shop in his village. Paravva showed disinterest in the beginning due to lack of money. Paravva was told personally by the head to live with him like a concubine so that the entire expenditure will be borne by himself. Paravva was little hesitant in the beginning but later having no other alternative she lived with him. For quite some time the bakery items were sold like anything. After some time Paravva was told to close this shop and assist the head in agricultural activity. Since she was maintained by the head she had no other go. She managed this work. One day Paravva went to Hubli with her head to bring some pesticides. There somehow she picked a quarrel with him and deserted
him. Again she went to the old bakery shopkeepers and requested them to take her again. With sever conditions, Paravva was reemployed and got almost Rs.200/- per day. With this now Paravva is happily settled with her brothers. Now she tells that the training she got paid her rich dividends in leading a simple and meaningful life.

**Case No. (04) Durgavva**, (35) a Scheduled Caste woman studied upto P.U.C., living below the poverty line due to the poverty stricken nature of the family. Added to this, she was going out of family to do agricultural labourer. Durgavva neither enjoyed the support of her parent’s family nor husband’s family. The parental background of Durgavva was also equally bad and as a result of this they could not get a handsome boy who is moderately rich. Durgavva was given in marriage to a village near Kittur. Her husband’s family was a joint family, wherein more than 40 people reside under a common roof. Durgavva had cursed herself for not being able to utilize her intelligence in earning a living independently. This was due to non-prevailing cf conducive atmosphere in the family system. Apart from this, being a Scheduled Caste woman who cannot go out of home freely. This was due to the fact that they had no direct access with the people of upper strata. One day her maternal uncle came to her family and
showed some pamphlet regarding the free Bakery Training Camp being organized at the University of Agricultural Sciences, at Dharwad. Durgavva was bit hesitant in working as a agricultural labour because of several reasons. Many a times she underwent sexual harassment at the working place. But this was not told by her to her husband or the members of the husband's family. When her maternal uncle brought that pamphlet Durgavva became very happy and pleaded the members of the family to allow her to undergo training at Bakery department at University of Agricultural Sciences.

Durgavva got Bakery Training at University of Agricultural Sciences for about a month. After this she again pleaded her husband to send her to Bakery to work. In the initial stages both Durgavva and her husband could not get support from other members of the family. Slowly they allowed them to do this. Within the shortest time, Durgavva learnt the techniques of Bakery unit and had confidence in running a 'Bakery' of her own.

Durgavva's family had six acres of landed property. With much persuasion, Durgavva managed to get bank loan from Malaprabha Grameena Bank and set up a Bakery unit near Kittur. In the beginning she could not get many customers.
But she could not lose her morale. But on the other hand she went on trying to prepare variety of products and soon became popular. Now Durgavva is one of the most successful woman entrepreneurs by earning not less than Rs.4000 to Rs.5000 per day. Now Durgavva’s family is so proud of her in lifting the family from the poverty stricken nature and elevated to one of the very decent, dignified and respected families. This was all possible due to the training she got at the Department of Bakery at University of Agricultural Sciences, Dharwad.

**Case No. (05)**  
**Shanta** (40) hails from Madhanabhavi village. She was one of the active members of Mahila Mandala at Madhanabhavi through which a series of training camps of several income generating camps were organized. She was involved in so many cooperative firms and got many benefits to herself and her other members of the Mahila mandal by the way of income generating avenues. Shanta was an educated woman with a Bachelor degree (BA). Since she was educated she could freely visit people’s representatives and through them offices like Tahasildar, Zillaparishat and so as to know the facilities which are meant for the upliftment of the women folk. Shanta being a social worker she could manage to get several income generating schemes to her Mahila Mandal of Madhanabhavi. Apart from this she managed to go to textile
shops and bring sarees and embroidery works, several craft work she did on the sarees also got some remunerative prices for her.

Shanta along with her friends got training in Bakery products at University of Agricultural Sciences, Dharwad. This helped her and other friends to have extra income for leading a quite happy life. Shanta in the beginning acted as a middleman to supply the bakery items to different bakeries and collected commission out of it. But in due course of time, she took financial assistance from the bank and started to work as the owner of the Bakery unit at Navanagar (Hubli). By doing so now she is earning not less than 2 to 3 thousand rupees per day. Shanta has not kept her silent even after earning a handsome income for her family. Now she pleads others also to involve in income generating activities to lead a meaningful life. Added to this she is also creating awareness in the minds and hearts of the women to whom she meets and tell them that in a set up the very existence of women folk will be made more meaningful and proud only when the womenfolk emerges for earning extra income for the family legitimately. Now Shanta is one of the most successful women entrepreneurs by owning a bakery unit and also assist the other womenfolk to work in the Bakery network to have extra income for them and their family.
Shanta was appreciated by the women folk for having created awareness about the involvement of them in income generating activities as well. People like Shanta can create a conducive atmosphere in transforming families into happy homes where everyone can live peacefully and happily without any problem or the burden of whatsoever.

**Case No. (06) Hanumavva** (46) a widow hails from Mammigatti. She lost her husband when she was 26 years old. She had a son and a daughter. She came from a moderate family. Her husband had 1½ acres of land. Without the knowledge of her, her husband had given this piece of land on lease basis. Only recently she came to know this and started asking the person to give that piece of land back to her. He not only refused but also demanded huge money to do so. As a result of this she became helpless. She approached many people including her village gram panchayat chairman and other office bearers. Somehow she could not hear any positive response from them. At last having no other alternative she approached the police personnel. They too expected little money from her. But due to her bad economic conditions she could not manage and hence she could not get it. After this episode she took somebodies assistance and joined the University of Agricultural Sciences as a part time
wage earner. After a few weeks, she managed to join women’s cooperative society and started getting loans to do petty business in embroidery work. This went on unabatedly. Side by side she also joined the bakery department for getting training in Bakery products. After having learnt the preparation of bakery products, it made her to concentrate her attention on bakery products specially in preparing them and supplying them to the nearest bakeries. In doing so she could get little income for the family. After almost a year or so again thought off to own a small bakery for herself. Meanwhile her friend took her to a friend of her who was a money lender. He agreed to lend her loan on a cheaper rate of interest. Hanumavva managed to install a Bakery Unit and started the business slowly. Hanumavva was very smart in preparing bakery items and hygienically also. Within a short span of time she was recognized and managed to get the attention of the localites. Many who owned bakeries started asking her to stop the business and join hands with them in the same business. This was due to the fact that she could do so well in the field. When she refused to join hands she was even threatened by the other shop owners because their business became standstill. Two owners of the bakery closed their business and gave the essential commodities to Hanumavva
only on credit basis. After a few weeks the other shopkeepers also realized that due to her hard and efficient work she is coming up. They also realized that if support is given to womenfolk they can raise to any level. After this they made it a point to help Hanumavva to emerge as a very good and successful entrepreneur. Now Hanumavva has opened 5 bakery units in Dharwad only and has given employment to more than 20-25 people. Today the average earning of Hanumavva per day is not less than Rs.8000 to Rs.10,000.

Now Hanumavva is a better source to approach for seeking suggestions and advice for setting up of a new bakery unit. Woman like Hanumavva can change anybody’s destiny if support is given.

**Case No. (07) Kariyavva** (38) a woman entrepreneur from Garag earlier she was working as a coolie at KSRTC Bus stand. She was doing sweeping work. She was very loyal, humble and as a result of this, she could get the attention of other KSRTC officers towards her due to her clean and neat work. She studied up to SSLC. It was during this time only her marriage was fixed and given her to Garag. Her husband was making a living out of selling biscuits to different areas of Garag and earning a living for himself and the family. He was
taking biscuits in bulk from different bakeries on wholesale prices and making little profit out of that, by selling to profitable rates. For quite some time she was also asked by her husband to go to nearer places for selling the same. In this process, she established her friendship beyond her age and different family members also started treating her like their family members. This was an additional advantage for Kariyavva later to have an independent business. By the virtue of her close association she became so lovable to the people of Garag even superseding her husband. Even her husband could not believe this. When Kariyavva was so close to people and loveable in nature her husband wanted to have a small shop in the premises of KSRTC new bus stand at Garag. This shop became very popular in the short span of time. Many bus drivers and conductors were after this couple to help them. One of the KSRTC drivers gave her money without charging interest on it because he had an eye on her. She was beautiful as well. Kariyavva took money and went to University of Agricultural Sciences, Dharwad for bakery department to seek training in bakery units. She not only learnt the art of preparing the different types of bakery food but also knew how best these products can be sold at a higher rate. After this training she could get the permission from
KSRTC Depot Manager to install a bakery. Now her bakery items are sold like hot cakes. She thanked the bakery unit head at University of Agricultural Sciences, Dharwad for having made her to learn the different varieties of bakery items and also about the techniques of preserving them for a longer period of time. The average earning of Kariyavva is not less than Rs.6000 to 8000 per day. She has given business to not less than 30-40 people. Right now Kariyavva is leading a fantastic and happy life.

Case No. (08) Bhagirati (40) a Brahmin by caste and a post graduate from Shivaji University, Kollapur is a resident of Dharwad. She married a businessman in Dharwad. Her husband saw to her that she could do higher studies. But Bhagirati wanted to assist her husband in his domain. Both of them quarreled a lot to sort out this. At last Subramanya (husband) agreed to have his wife a business partner. In the beginning they involved in biscuit and bread business. They even had pappad business before they started bakery owned units. The intelligence of Bhagirati made her husband think and act in a different way. This helped them to involve themselves meticulously in income generating activities. Intelligence and hard work always fetches good fruits. This is also possible in all fields of human involvement. Bhagirati was
very hardworking, sincere and efficient woman and showed several avenues to her husband to do rightful activities at the right time in order to earn extra income for the family. Before this couple stick to Bakery unit business they were of the opinion to have a book stall. But somehow they could change their mindset and decided to stay back in bakery. Since the couple is issueless they could concentrate their full time in Bakery business. Now this couple gets regular orders from different good hotels both in Dharwad and Hubli to supply bakery items and thereby they are earning quite handsomely. This was possible for this couple due to the training available at the University of Agricultural Sciences, Dharwad.