CHAPTER-V

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After understanding the role of women in nation building process by involving their might (Economic) in different periods of human history has made the entire nation to look women differently both in economic, social and cultural spheres. The study was conducted in Dharwad district during the period between 2005 and 2010. Anthropology is one subject which is unique among the social sciences with regard to its understanding of man from a holistic perspective. Prior to 1970s anthropology was gender biased one. But in later years due recognition was given to women writers who wrote considerably well on women anthropology in general and women’s problems in particular. This led to the emergence of a separate branch entitled Anthropology of women. Under this branch many studies were conducted to highlight the problems and perspectives of women. The last phase of 20th century saw the joint venture of both male and female anthropologists who saw the development of anthropology in general.
The present study on “An Anthropological Study of Women Entrepreneurship with special reference to Bakery Products” was conducted between 2005-2010 in and around Dharwad district. The selected villages were highly productive because of a considerable number of women entrepreneurs were functioning in them. Women form almost 50 percent of the population in India. Indian women have the capacity and talent which help the economic growth of the nation. One best way for women to engage themselves in gainful employment or income generation is through development of entrepreneurial skills and becoming independent entrepreneurs, that too in rural India.

Anthropology being the holistic study of man tries to focus on the role of women and their participation in nation building process in different periods of human history through a feminist perception. The feminist advocates expressed in different way of women and their voices/decisions were totally neglected. Hence they criticized that the anthropology prior to 1970s was male dominated, hence nothing could be achieved. Now the trend is changed. Feminine anthropology tries to understand the women entrepreneurs in various spheres of life as well. The present study deals with study of women entrepreneurship and how women are involving themselves as
good entrepreneurs so as to contribute their might in achieving the economic development of the nation.

The present study has been divided into five chapters each and every chapter has special significance. Information was collected through intensive, in-depth and qualitative research by using all the major tools of anthropological research keeping in view the anthropological tradition of research. Keeping in view the objectives of the study the important tools and techniques of anthropological research are being used to complete this work. The main tools like Observation, Interview and Case Study methods were extensively used to gather information needed for research work. In a changed scenario one can recognize the importance of creating conducive atmosphere for women and fully utilize their entrepreneurial skills as well as spirit.

Anthropologist study human and human culture beyond the frontiers both in time and space also include the study of their own culture and social institutions which are of their subfields of human such as linguistic, biological, archaeological and also in nutritional anthropology wherein food requirement, hunting, gathering, growing, storage, distribution, preparation, display serving and disposal, all of
which are termed as routine activities. It is a general belief, in many cultures that the role of women is to build and maintain the homely affairs like task of cooking and rearing children. Since the turn of the century, the status of women in India has been changing due to growing Industrialization, Urbanization, Special Mobility and Social Legislation with the spread of education and awareness, women have shifted from kitchen to higher level of professional activities.

Since time immemorial entrepreneurship has been a male dominated horizon but now time has changed the situation and proved that women are in no way inferior as today’s most memorable and inspirational entrepreneurs. In almost all the developed countries of the world women are putting their steps on par with the men in the field of business. The modern trend shows that women join hands in enhancing the income of the family. In turn it also changes their personality and living standards.

The Indian epics and Dharmastraas to a great extent Bhagavadgita did not allow the women to come out of home independently and took part in different activities other than the kitchen. Now woman is no longer confined to kitchen. After the enforcement of the constitution of India no women
was allowed by any man, a woman or any institution to be exploited. Exploitation of women folk was absolutely banned. Not only this the organization which are there for the development of women and their personality go to any extent in protecting the interest of the women folk without hurting their mind and body.

Women in changed circumstances have the dual role in managing both at home as well as office. This is due to their patience, strong will and determination in maintaining a happy home. Since the dawn of civilization and the emergence of Independent India having in midst both education, urbanization and industrialization made the womenfolk to redefine themselves and to have extra responsibilities in maintaining the family by becoming persons who can earn extra income for the families to lead a meaningful life.

Today the role of women entrepreneurs in economic development is inevitable. Now women have entered not only in selected professions but also in professions like trade industry. Women are also willing to take up business and contribute to the Nation’s growth. In order to make our women folk economically independent education is a must. This alone solve all the problems which has been haunted them since
quite a long time. By becoming educated they have the skill and confidence in them and make them to feel secured.

The social background of women is also equally important to be considered. This is due to the fact that ours is a caste based society wherein too much restriction has been laid on women and their involvement in different spheres of life. Added to this North Karnataka region is known for agriculture. Illiteracy, ignorance, superstition even today has dominated the life and living conditions of the downtrodden and the weaker sections. Motivation, persuasion and constant encouragement to womenfolk to come out of the family to take part in public domain is a difficult task. In spite of this difficulty the women entrepreneurs of our study have come out and successfully to involve themselves in extra income generating activities/professions to support the family to lead smoothly.

Today the situation prevailing in North Karnataka is different. Bakery unit is one of the areas where women can spare time and learn the techniques of preparing bakery products to earn extra income for the family. Women entrepreneurs are from different castes and sections. There is no bar on anybody to take proper training in bakery unit.
Researcher herself is a Bakery unit Head, in the University of Agricultural Sciences, Dharwad and has successfully conducted several camps and programmes for those people to enable them not only economically independent status but also to emerge as a good entrepreneurs. This study is mainly concentrated on the rural women keeping in view of development of rural society by making them economically independent. Studies on income generating have been taken as a special reference in disciplines like Home Science, Economics and Sociology and others. In these disciplines only the facial value of the study was undertaken. But in anthropology the entrepreneurs and their overall perspectives has been studied by using both Emic and Etic approaches.

Women folk are involved in Bakery unit with both voluntary and with much persuasion by the family members to earn an extra income for the family. Here also one can excel to the greatest heights due to one's hardworking nature and the integrity to keep the name and fame of the family very high. Due to the changed conditions no woman wants to remain idle at home. Somehow she wants to involve herself as a partner in economic activities which will fetch proper fruits to them later.
The second chapter deals with Anthropology and women wherein the status of women in society has been discussed at length. The researcher has collected details of the women's participation in several activities at different periods of human history in the process of National Development. One has seen many changes in the status of women in the society. The advocates of feminism prove beyond doubt that the contribution of womenfolk, in the overall development of the economy has been neglected. But the researcher has given a detailed information of the women folk and also how one can involve in the income generating activities without depending upon others.

The third chapter of the thesis highlights Anthropology and Food. The anthropology of food is nothing but an analysis of food in a culture. While the primary purpose for food consumption is for the survival of man but it generally contains nutrition, it also has cultural dimensions by which people choose what they eat and what not. Food is a cultural item. Every culture has different perspectives on food and its preparation and preservation. Food is also a status phenomenon. Because it deals with one's economic status as well food has been classified into different categories and studied accordingly. The very preparation of food and its
consumption has a special meaning in human history since time immemorial. The dichotomy of food such as heat producing and cold producing has also been studied separately. Food in times of crisis and food associated with rich nutrients has also been studied. In this context food has become a cultural as well as a religious item. Environment has not only determines ones food but also dictates. Under such circumstances those foods which are best suited to one’s environment, habitat and culture can be consumed by the people in a given situation.

Over the years one has witnessed lot of changes in the preparation of food. People right now fall prey on those foods which are readily available for consumption. Among them the people’s allegiance has been shifted from traditional foods to bakery items such as bread, bun and cakes. But now due to the emergence of separate dense like “pizza huts” people throng to these sites. Due to the western, urbanized, industrialized impact people find it very convenient to eat food according to their choice rather than the embargo on specific dishes.

The fourth chapter of the thesis deals with highlights of the achievements of the women entrepreneurs who hailed from
Dharwad and adjacent areas of Dharwad district. The involvement of women folk in different sectors of human society and in the technological development of the society has made to accept the involvement of them at various stages of economic growth. In North Karnataka, Lingayat Caste play a very dominant role in administration and other things and the households of Lingayat are agrarian ones. Involvement of women folk in income generating activities is commendable as they get addition revenue. The entrepreneurs are from different castes and social background. As many as 27 women entrepreneurs have been studied but at the end only eight women entrepreneurs were short listed to study them in a detailed fashion. These eight women hails from different economic backgrounds. The women entrepreneurs who were studied here are most successful ones and leading quite simple and problem free life and had the satisfaction of involving in earning extra income for their families.

Today in all families where the woman entrepreneurs are there the families are really happily placed and admired each other for the ability of having enabled them to earn for the family with their constant support. The overall scenario in these families make the other families in the village to go for earning extra income for the family which will be of immense
help to them to cater to their needs. Having a woman entrepreneur in the family conveys a new meaning now. In those families where women entrepreneur are not there are, right now standing on the toes to get themselves trained in income generating activities. They are eagerly looking forward to enroll themselves for bakery training programme at University of Agricultural Sciences or in any other institutions as early as possible to improve their economic status.

The thesis has an exhaustive bibliography given to it. This itself reveals that the researcher has worked round the clock meticulously. The pain and sufferings of the researcher has been fully forgotten in the light of the emergence of the nice piece of work undertaken by her in a unique situation of her own.
SUGGESTIONS FOR FUTURE RESEARCH

1. To create entrepreneurship development training facility through NGOs by providing financial support for conducting training programmes.

2. To provide assistance to women entrepreneurs through NGO's for non-farm entrepreneurial activity.

3. To build up capacities of Entrepreneurship Development Institutions like National for small industries Extension and Training (NISIET), small industries service institutes (SISI) State Level EDIS, etc. by providing financial support in the form of Government of India grant.