CHAPTER - 8

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An attempt is made in this chapter to present the main empirical findings of this research study which has already been considered in detail in the respective chapters. Here the main findings of the research have been summarised. Also some useful suggestions have been provided for the development of women entrepreneurs in order to ensure a better success rate in their entrepreneurship.

Socio-Economic background of women entrepreneurs:

The entry of women entrepreneurs into the business is often regulated by various factors. Some of these factors are age, and educational qualifications. The study revealed that a majority of the respondents had entered into entrepreneurship when their age was between 36-40 years.

Women entrepreneurs are generally bound by numerous traditional restrictions. They are analysed and discussed with reference to caste/religious background of the respondents. The basic pillar of Indian social system is 'caste system'. Caste influences the age of marriage, size of the family, type of family, mother tongue, language of the respondents, level of education, nature of education etc. Hence the caste system is an all pervading factor whose presence cannot be sociologically denied in the Indian context.
This research study is conducted in the twin-city of the Dharwad-Hubli which is considered the second largest city in Karnataka. It is the cultural and educational centre. For northern part of the states. It is also well known for its whole sale business in cotton and other agricultural products. However, the region is industrially backward. The State Government declared several incentives to promote industries. Two region in Dharwad and Hubli, such as Belur Industrial Estate on the outskirts of Dharwad and Gokul Industrial Estate outside Hubli were set up to promote industrialization. Women entrepreneurs were given special incentives. In this study a sample of 305 women entrepreneurs were taken for study.

The study reveals that a majority of the respondents belonged to the upper caste i.e. 37.7 per cent while 28.5 per cent of them were from middle caste, and 11.4 per cent, from lower caste. Most the respondents were married. Only 12.4 per cent of the respondents were unmarried. The respondents were also highly motivated and hence had opted for entrepreneurship before attaining the age of 30 years. About 12.1 per cent of widows had taken up entrepreneurs because of necessity. Christians Muslims, Scheduled caste, Scheduled tribes and Other castes, including Jains are represented in very small numbers among the selected respondents as their entry into entrepreneurship is rare due to certain socio-economic reasons. This clearly shows that caste/religion influences one's entry into entrepreneurship.
The respondent's educational level is an important criterion which also indicates the qualitative aspect of the individual. All the respondents were literate, among them a majority of 88.5 per cent were well qualified, while 11.4 per cent of them were educated only upto SSLC. Hence it may be said that women entrepreneurs as an occupational group belong to a qualified educated group.

In the present research study, therefore it was found that women entrepreneurs emerged mainly from the upper castes who were Brahmins and few of were Jangams. Even a good number of Lingayat women had also taken to entrepreneurship and most of them belonged to business family, background i.e. their family occupation was business. So those respondents who hailed from business families had several advantages. They had enough business experience prior to the entry into entrepreneurship. This study shows that 34.4 per cent of them came from business families, 22.9 per cent respondents family occupation was service, 6.5 per cent were from agricultural families, and 21.6 per cent were from profession family and only a few belonged to labour class and others.

Further the study reveals the nativity of the respondents who are actively running their units in the Hubli-Dharwad twin city. The study shows that a majority of 51.1 percent of the respondents happened to be the native residents of Hubli-Dharwad Municipal Corporation Area. Rest
of the 48.8 percent respondents had migrated from other districts and states. Most of these respondents had migrated after their marriages and the financial incentives and concessions provided by the state government had attracted these respondents to accept entrepreneurship.

The respondent's size of the family is another important factor. Which has an influence. The data analysis shows that majority of 62.9 per cent hailed from medium sized families having members upto 6-10 and 19.6 per cent belong to small sized families, which consisted of 1-5 members and the remaining 17.3 per cent were from large families with above 10 members. The size of the family also differed according to caste/Religious background of the respondents.

The educational achievement as well as the occupational achievement are inter-dependent and inter-related processes. Well educated individuals, generally obtain a prestigious job, whereas one who has little education cannot move up in the occupational hierarchy. The study revealed that the technically qualified respondents had generally established manufacturing units. A majority of 103 (31.6) per cent respondents had completed there graduation.

Thus according to this research work it was found that the educational attainment was dependent upon the socio-economic factors, caste/religious background of the respondents.
The study further reveals on the nature of educational achievement of the respondents. A majority of upper caste Hindu respondent, especially Brahmins had received more technical qualification than others. This shows that the better socio-economic background of upper caste Hindus had facilitated them to receive technical education where the expenses are comparably high. A majority of respondents who belong to MCHs had their education in Science, Commerce and Arts lines. Respondents belonging to service holders families received technical qualification, or were graduates in Science or Commerce. The respondents belonging to agriculturist and labour class families were educated only upto SSLC or PUC.

The husband/Father’s Education as well as occupation to a greater extent influenced the educational attainment process and occupation status of the respondents. The data collection reveals that 12.4 per cent of the respondents who were unmarried had degrees in computer and vocational qualification and their father’s education was graduation or post of graduation were involved in the occupation of service. Whereas 68.1 percent of the married respondents husbands were either professionals or services holders. The widowed respondents were educated up to PUC and degree.

The study also revealed that 13.11 per cent of the respondent’s husbands of father’s income per annum was less than Rs. 75,000, 18.2 per
cent of the family's income was Rs. 75,000 – 1 Lakh per annum, 39.6 percent of the respondent income per annum, was Rs 1,00,000 to 1,50,000 and lastly 29.1 percent of the respondents income was above Rs. 1,50,000 and which also extended above Rs. 2 lakhs.

This study, which covers the socio-economic perspectives of the women entrepreneurs, including their personal profile, the ambitions, which motivate women to achieve entrepreneurship and the strong motivational factors which help them to succeed. Women are motivated towards entrepreneurial activity by their education and occupational background and economic status of husband/Father. The opportunities available in the area depend very much on raw materials, while the marketing opportunity depending on the support facilities offered by the government and the financial institutions.

The study also revealed that the major encouraging factors for women entrepreneurs for setting up the enterprise was the ability to use their skills and talents. The chief aim for the establishment of the unit by women entrepreneurs was to run the unit successfully and to achieve the fulfillment of her motivations.

The performance of women entrepreneurs was appraised by analysing the practices followed in the major field of entrepreneurial activities, that is, production, personnel, marketing and finance. Production was relevant
to manufacturing and service units. Since the lines of activities were very varied, no comparison could be made on capacity utilisation etc. Hence, the changes in capacity utilisation or the yearly turnover revealed that the entrepreneurs were performing satisfactorily except for a few who had specific problems.

There were several encouraging factors which were responsible for the conditions that motivated the women entrepreneurs to establish their own units. The study further revealed that financial support was received mainly from family members, relatives and friends which was ranked first. The government has also taken a keen interest in the development of women entrepreneurs. So the financial support obtained through the financial institutions and government schemes was ranked at the second position. This reflects the paramount role played by the family, relatives and friends as the basic for encouragement of respondents, while the policies of the government have also become the supporting essence of entrepreneurs in the society.

However it may be noted that there are several discouraging factors which also affect the mind, body and soul of the respondents at the time of establishing the unit. Obtaining capital was ranked as the first of them. Though they obtained financial help, the inordinate delay is often caused them discouragement. Further the tax burdens, the heavy competition and
losses which occurred, were the discouraging factors. Inspite of these
discouraging factors the respondents were trying to overcome them.

Women are highly motivated and the respondents observed that they
had entered into entrepreneurship because of their own motivation. There
were also other supporting motivational factors. The strong desire to be
economically independents was ranked the highest.

Establishment of the Unit:

Establishment of the unit is an important aspect in the career of
women. A woman generally accept the status offered to her, but when
opportunities are discovered she never steps back. She is ready to represent
herself in improving and proving her status.

In the present study the analysis, of the success of the establishment
of the units of the respondents, a majority of 40.8 per cent had established
their units in the year 1994-1998, while 27.8 per cent of them had started
their unit between 1998-2000. Also 1.7 per cent of them had established
their own units recently in the year 2001-2002, and the rest of the 90
respondents had established before 1990 and in between 1990-1994.

After having established their units, the location of the unit was an
important aspect. The research reveals that 28.4 percent of the respondents
units are located in the industrial estate, whereas 33.7 percent of units are
situated in other near by industrial areas. Also 19.6 percent of the units
were in the residential areas and 18.3 percent of the respondents units were located in the commercial areas.

Further, the data on the proprietorship of the units was also considered. A majority of the 200 respondents, the unit was proprietorship (self-owned) and 64 respondents were running their units through partnership, 41 respondents had unit which were private Ltd

Women today are engaged in several aspects of business and are self employed. They have taken to entrepreneurship into different types. A majority of 195 respondents were running manufacturing units, 92 respondents were engaged in service units, and 18 respondents were engaged in both types i.e., manufacturing and service units.

The analysis of the data shows that the respondents belonged to different types of product lines, 21.6 percent of the units belonged to Engineering goods, 8.2 percent were polymer and chemical goods, 0.6 percent were mineral based, 33.7 percent were of food products and 15.8 percent belonged to textile goods and 10.6 percent were handicrafts. The remaining 9.5 percent were concerned to the other category such as candle manufacturing, manufacturing of glow-sign boards etc.

Respondents belonging to manufacturing units, 213 in number, were producing consumer products, industrial products and a few of them manufactured both type of products. However 92 respondents who were
involved in running their service units were in the field of Beautician Services, Tailoring services, computer services and glow-sign boards. A few others were involved in the sale of food products, readymade garments and sale of stationery. These units not only sold the products but these entrepreneurs also manufactured by themselves.

It was revealed that majority of UCH’s entrepreneurs were technically qualified and were engaged in manufacturing steel, chemical engineering food products, and had employed skilled laborers. Whereas handicrafts, leather works and other had appointed semi-skilled labourers. Manufacturing of food products and other were done by the unskilled labourers. Besides, these labourers were employed and recruited either through contractors or through other sources like the influence of friends relatives etc or directly by the respondents themselves.

Women entrepreneurs depend on different sources of finance to invest for starting their enterprises. The government agencies are responsible for fulfilling the financial need of entrepreneurs. In addition to these formal sources there are also many informal sources such as family, relatives, friends, money lenders and private finance.

The respondents were dependent not only on financial institutions but also on family members because whenever they need money, family members, relatives and friends came forward to help them. Most of the
respondents complained that the process of availing financial assistance from financial institutions and agencies was not an easy task. There were many complications. In the present research work it was found that among the many inconvenience/problems faced while acquiring/sanctioning finance, there was a lot of paper work resulting in delay, followed by heavy rate interest also.

The opinion expressed by the respondents was that the DIC institutions provided loan facilities in the nature of both short and long term. They also sanctioned small and large loans and subsidies were also provided. Training was also given for active women entrepreneurs. Whereas though the KSFC also was helpful in providing loans, a lot of delay and paper work troubled the respondents. They complained that KSFC had stopped sanctioning small amount of loans below 1 lakhs.

The analysis of data in the study also brought out the fact that none of the respondents belonging to labour or artisans families had invested more than one or two lakhs. Their investments were always below one lakh because these respondents did not find moral support and security from the family members, relatives or friends. While respondents from professional and business families invested heavy capital amount. The study also reveals that assistance and incentives in the form of subsidies was provided to all the respondents by financial institutions.
The problems faced by women entrepreneurs are numerous. The nature of difficulties experienced by the women entrepreneurs can be categorised into five types. Only 17.7 per cent of the respondents faced working capital problems while others did not find difficulty in obtaining working capital. Further it was found that a majority, 206 respondents faced raw material problems as the raw material were available seasonally and the local raw materials were of low quality. Where as steel and other raw material were used by the engineering and chemical units, they had to suffer because of the fluctuation in the prices. Most of the time these were not available in the original places. Electricity is often considered as a significant output of the manufacturing and service units. 95 respondents did not face electricity problem but remaining majority of 210 respondents faced this problem. There were power cuts, irregularity and scarcity. This often caused damage and wastage of raw materials. Besides in the study area, a majority of the respondents were facing labour problems too as the labourers were irregular. Most of the times they remained absent, and the skilled labourers always were changing the jobs.

Marketing is again a major problem and a majority of the respondents i.e., 86.8 per cent of them faced this problem whereas the rest of 13.2 per cent respondents did not face this problem. These marketing problems exist in the form of a lack of demand for the products, competition, absence of advertisement, absence of trained salesman and
others. So to overcome through all these problems, the Karnataka Small Industrial Marketing Corporation (KSIMC) plays an important role in the sale of products manufactured by the units. The government has established the KSIMC with an objective of assisting SSI sector in marketing their products.

Women entrepreneurs often resort to sales on credit for the basic reason of competition. The respondents also faced difficulty in recovering dues from the customers. The study analysed that 52.1 per cent of the respondents had customers who were regular and prompt, whereas 47.9 per cent of the respondents had irregular customers and the payment was also delayed.

Packing of the products caused difficulty for 156 respondents as their products were delicate and breakable and could not stay fresh for a long period.

Transport is the most important infrastructure for business activity. The whole system of production, sale, distribution etc., gets disturbed in the absence of adequate and efficient transport facilities. The study shows that only 90 respondents faced this problem.

Competition also existed and expressed its own forms. The areas of competitions faced by the respondents while selling the products are price competition, quality advertisement and credit sales by competitor.
The life of a woman entrepreneur is not a bed of roses. The individual woman entrepreneur faces a plethora of problems. These problems include a phone that does not work, delay by bank to encash the cheques, tough time by the department of taxation, custom and excise etc.

The basic problem or difficulty of a woman entrepreneur is that she is a woman. She faces problems not only at her work place but also from her own family and society. With the joint families breaking up, many women simply don’t have the support of elders. In advanced countries women want support and many have broken the bonds which restrict their talents and capabilities, but this is not the case in developing countries. Women entrepreneurs in India are bound by customs, culture and heritage and their family. They are restricted to do business. They engage only in narrow range of entrepreneurship such as for example garments, leather goods, food, pickles, papads, and in other small business which needs lesser investment.

The hurdles are not over at this. Marketing poses a major problem—both of raw materials and of finished goods. To market the products women have to be at the mercy of middlemen who eat up a big chunk of the profit. They try to exploit the women entrepreneurs at both ends. Women entrepreneurship is mostly being an SSI find it difficult to overcome the hurdles and capture a steady market with competitive men entrepreneurs. Even though they are more sincere in maintaining the
quality and time schedules, they do face difficulties with male entrepreneurs.

Two major, or international organisations for women business owners have been created to assist women business owners in overcoming many of the challenges they face in the business. The oldest is Les’femmes Chifs D’ Entreprises Mondiales. (FCEM) and (the latest is) International Federation of Women Entrepreneurs (IFWE). These two organisations hold annual meetings in different parts of the world in order to bring women entrepreneurs together. Women today are becoming very serious in doing business together.

SUGGESTIONS:

On the basis of the data collected and analysed over a systematic study of women entrepreneurs, certain suggestions may be made to help in the promotion of women entrepreneurship in the area of the study. Some of the suggestions are represented here, as follows:

Most of the respondents who entered entrepreneurship in this study were in between 36-40 years of age. Hence, government should provide training facilities for women these age groups. Financial assistance should especially be made available to this age group and it should be considered as the main target group.

Bankers and funding agencies give liberal financial assistance and subsidies as when the government designates a certain group as special
category of women entrepreneurs. Inspite of all these facilities, it is observed that only a quantitative increase is seen in the number of women entrepreneurs without and increase in the qualitative aspect. Hence, the socio-economic conditions should not be the only criteria for selection. Wrong selection of women results in wastage. Hence the Government should have a proper screening method to identify the right woman entrepreneur.

Though the government has formulated policies and as setup institutions to render necessary assistance for the development of women entrepreneurs, it is also necessary to evaluate the needs of women entrepreneurs from time to time and ascertain how for these needs are being met by the existing institutions. The gaps should be identified and measures taken to rectify them.

There is a need to fix a target to train a certain number of new entrepreneurs every year. The agencies have to be identified to impart complete training. The State Directorates of Industries may be appointed to co-ordinate and help the women entrepreneurs.

The course curricula designed for women entrepreneurs should be target specific. For the uneducated, or for those who are not technically qualified, the audio visual and demonstrative instruction are found to be more effective.
Women face tough security requirements on their lines of credit. Women entrepreneurs also experience other difficulties which are identified differences such as higher interest rates and lower credit approval rates. Requirement are primarily attributable to the fact that women operate younger and smaller firms that are known to meet with such financing problems. Hence the support by the government is necessary.

The KSSIDC has undertaken the supply of raw material only in the case of a few SSI units. From the point of operational efficiency of mainly the manufacturing units, the KSSIDC must ensure regular availability of good quality raw materials at the right price and also at right time to all the manufacturing units established.

The KSIMC, which is established specifically for exploring marketing opportunities, has remained only as a spectator to the burgeoning problems. KSIMC should popularise the products manufactured by the units through common advertisements and explore the opportunities of selling the products in other states and export the goods.

The modern complex environment requires sound business management principles and techniques. These qualities are to be equipped in the women entrepreneurs. Therefore women before acquiring an
entrepreneurship should train themselves in the Entrepreneurs Development programmes.

It has been found that women entrepreneurs enhance the employment opportunities for other women either directly or indirectly. More number of sheds and plots in the industrial estates should be allotted to women entrepreneurs. The KSSIDC and KIADB should jointly develop additional sheds and plots.

Therefore, to enable the entrepreneurs to concentrate more on production and marketing of their products, it is suggested that the procedures should be simplified, bureaucratic control effectively reduced, unnecessary interference eliminated and paper work cut down to the minimum. This will also help to reduce harassment and extraction of money by government official from the women entrepreneurs.

All these suggestions, if adhered to and implemented, would go a long way in ensuring the improved functioning of units run by women entrepreneurs.

CONCLUSION:

The Government is giving various types of assistance to women entrepreneurs for their growth and development in the field of business. These processes have encouraged and motivated a number of women to seek entrepreneurship. One cannot achieve and prove to be a successful
entrepreneurs in a short time, as this is not an easy task. But suitable assistance, incentives and sources are very important. Through these policies a woman entrepreneur can overcome the hurdles.

The structure of the education process has undergone changes. The lower caste respondents have broken the caste barriers and are educated at different levels. They are also seeking technical qualification, though their fathers are uneducated. Hence, educated women of upper caste, middle caste as well as lower caste have taken the opportunity of become educated. They have ventured to gain an independent identity and a status. The type of education received by the respondents helps to determine the line of choosing and running their own units.

Development of women entrepreneurs is determined by numerous types of socio-economic factors such as the family background, caste/religious background directly as well as indirectly influence over the entrepreneurs development. The selection of product line or service line, location of the units, financial assistance, etc are not only decided by the respondent but many times by her whole family. Besides governmental policies to help women entrepreneurs play an important role in their success.

From the sociological point of view, the development of women entrepreneurs has its own importance and significance. Women inspite of
all the bondages in a male dominated society, irrespective of her educational level, caste/religion and the nativity, have entered the field of self-employment. Ultimately women entrepreneurs have gained prosperity and progress. They can ascend the social hierarchy by improving, themselves and her family’s economic status. There are jobs where women can achieve but cannot survive in the occupation for a long period due to numerous bondages. But, entrepreneurship is such a field where a woman can start from a humble origin. Inspite of her low educational status, she can start and reach a high position on the social ladder of success. Thus women entrepreneurship in the filed of manufacturing and service units offers immense opportunities for both highly educated, or undereducated women. Hence, development of women entrepreneurs can be considered as one of the social change which has helped in raising the status of women socially and economically.