

A Study on Women Entrepreneurs in Informal Sector A Study in Vijayawada of Andhra Pradesh

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INTRODUCTION:

Nowadays entrepreneurship is known as the growth and development engine of organization and societies. So well known universities of the world have planned on education and developing the entrepreneurial thinking. Entrepreneurship can be analyzed with two individuals and organizational applications. Individual entrepreneurship is the way of entrance for new resources and ideas to the market and organizational entrepreneurship is the way for the renewal of organizational competencies. Investigating problem faced by female entrepreneur is considered to be key for the monitoring and explanation for the improvement in the unorganized sector and changes in material living standards and general welfare. People used to believe that women do not possess the quality or efficiency of the entrepreneur as the education and training received by them is not suitable for business ad in related industries. Of female entrepreneurs this knowledge is clearly biased. In business schools, Law schools and medical schools, the number of girls and boys roughly the same and the number of women receiving management education has also increased a lot. Similarly with rich experience in management and implementation women is no longer rare. Few studies found that high-growth enterprises owned by women entrepreneur's experience and an education degree and the field of male peers, can be described as well-matched, or even superior. Although the women's industry, business, technical background and qualifications vary, but figures are not sufficiency to show that, compared with men.

In India, the informal sector is referred to as the unorganized sector in various statistical measures; as a subset of the unorganized sector. In many cases the 'informal sector' and the 'unorganized sector' are used as interchangeable terms. The National Account statistics (NSSO) in it unorganized sector enterprise surveys since 1978-79, i.e. including all manufacturing units not classified under Annual Survey of Industries (ASI) as the unorganized sector. The first informal sector survey conducted by the NSSO in its 55th Round (1999-2000) defined the informal sector as "all non –agricultural enterprises, excluding those covered under the ASI, with type of ownership as either proprietary or partnership". With the view of harmonizing the national definition with the international one for the informal sector.

In the process of industrial development unorganized sector also played a very important role for the generation of employment and removal of poverty. According to 2001 Census, there were 496.4 million women in India, out of India total population of 1028 million. It was also estimated that the unorganized /informal sector workers as comprising about 86% of work force in the Indian economy in 2004-2005 and informal employment both in the organized and unorganized sector was recorded as 92%. About 38% of the total workers were females. Further, 39% of all working owners were female. The estimated number of unorganized manufacturing enterprises in India during 2005- 06 was 17.07 million. A total of about 36.44 million workers were estimated to be

working in unorganized manufacturing enterprises. In other words, each enterprise roughly engaged about 2.13 worker on an average. Female entrepreneurs have formed a social class, and in the economic, social, political and other fields are playing an increasingly important role. In reality, the gap between male and female entrepreneurial performance-great performance of female entrepreneurs is always lower than men's. Female Entrepreneurs are always accompanied by a higher failure probability, smaller size, lower development rate (Brush,etal., 2006).

REVIEW OF LITERATURE:

Soundarpanian (2008) focused on the development of women entrepreneurship, constraints for the women and strategies for the women entrepreneurship in India. Haridoss and Fredric (2009) in their study they found that different women had different attitudes towards entrepreneurship particularly in the small scale industries in the study area. Highly educated women considered business as a challenge and they considered entrepreneurship as their first priority and hence they were prepared to take risks. They were also more rational in their involvement. Gaur, Bandana, (2011) in her paper focused on the condition of women in economic activities as the need of the hour is to create an environment which ensures dignity to the women of today who have taken up jobs on every front defense, pilot an industrialist whatever field we can think of women has managed to prove herself. They are being recognized by the world as equivalent to men in almost all occupational fields. As the women have been empowered with right to property and divorce as well as freedom of marriage she has ample opportunities to improve her overall status intelligently. The women have full rights in terms of education of her children family management and religious etc. it clarifies that vigorous changes have cracked down the age old suppression and repression of Indian women.

ArunaGoel (2004), focused on the constitutional status and capacity building for women leadership as women leader should promote harmony and peace for women leader should promote harmony and peace for women population like expectation of life, female infant mortality rate, maternal mortality rate, female literacy representation at decision making. The need of the time is to give women social empowerment, economic empowerment, and political empowerment that eliminates all forms of gender discrimination.

Kurba (2005), shows that gender is a key determinant of vulnerability, so that in period of economic transaction, women are likely to be especially vulnerable to increased poverty and insecurity. The gender disaggregated impact of economic policies requires monitoring to the future policy development.

In this paper gender dimension are considered more seriously while formulation and implementing economic reforms programmes, women are likely to find it more difficult to escape poverty. Present study also seems to be an important and promising strategy to extend and supplement mainstream approaches of studying social exclusion and women entrepreneurs as a key topic of sociological and economic research.

PROBLEMS OF WOMEN ENTREPRENEURS:

The social discrimination against women reflects not only in the political, cultural, educational and other aspects, but in their participation in economic activities. Gender discrimination stems from the concept of traditional gender roles that women cannot be as good as male or female is

subordinate to men (Chuang 2005), this stereotype thinking has led to women's low social recognition, low –evaluation, resulting a variety of gender-based discrimination. Women are considered not able to put together a team of high potential entrepreneurs. People who hold such prejudice believe that women are unwilling to share ownership with others. Early days, almost all entrepreneurs are eager to put their own businesses complete control in their hands, but it is though that, in and to share control and equity issues. Women were more difficult to resolve in society females lag behind males but they are equally contribution in the process of economic development. The present study explores problem of discrimination & domestic violence against women are involved in the entrepreneurial activities in the informal sector in Vijayawada City. A total of 208 women entrepreneurs selected from informal sector includes beauty parlor, Vegetable, fruit, flower & Fish (jointly), Kirana. Women entrepreneurs engaged in Cosmetics & bangle shop and Boutique business and also entrepreneurs engaged in tea, cold drink, egg and pan business will be considered

TABLE - 1

CHARACTERISTICS	NO.	PERCENTAGE
AGE OF THE RESPONDENT		
Less than 30	33	15.87
30-39	70	33.65
40-49	53	25.48
50-59	39	18.75
60+	13	6.25
RELIGION		
Hindu	192	92.31
Muslim	11	5.29
Others	5	2.4
SOCIAL GROUPS		
SC	24	11.54
ST	15	7.21

OBC	126	60.58
Others	43	20.67
Type of Family		
Nuclear	176	84.62
Joint	35	15.38
Total	208	100

Source: Filed Data

The results are based on the personal interview of the 208 women in informal sector in Vijawada city. The present study on women entrepreneurs in Vijayawada city. The study reveals the socio economic background of women entrepreneurs 33.06 percentage belong to 30 – 39 years of age group, less than 15.87 percentage are less than 30 years. Majority of the entrepreneurs (92.03%) belong to Hindu religion. 2.04 percent of women entrepreneurs belong to other religion. As far as social groups are concerned majority of women entrepreneurs (60.06%) belong to other backward classes. 11.05 and 7.02 percent fall under scheduled caste and scheduled tribes respectively. Majority of women entrepreneurs (84.06%) belong to nuclear family.

Economic activities and other characteristics of women entrepreneurs in Vijayawada city. Economic activity performed by women entrepreneurs in informal sectors includes beauty parlor 18.27 percent, vegetable, fruit, flower and fish (jointly) 17.31 percentage, kirana store 13.94 percent. 11.06 percent of women entrepreneurs engaged in running Cosmetics & Bangle shops. 11.06 percent of women entrepreneurs reported Boutique business in the study area. 8.65 percent of women entrepreneurs were engaged in tea, cold drink, egg & pan business. 10 percent of women entrepreneurs involved in other business. About 95 percent units are proprietary. 71.6 percent women entrepreneurs believed that they have self confidence. 53.9 percent women entrepreneurs believed that they have intelligence, 49 percent women entrepreneurs believed that they have dare to take risk. More than half of the respondents (51.4%) accepted that they do not have the ability to initiate innovation. 54.3 percent respondents said that they update their knowledge of day to day market situation.

The study reveals that the gender discrimination and domestic violence against women entrepreneurs. Our 208 women entrepreneurs around 31 percent faced discrimination in running their business for being women. Majority of women entrepreneurs (67.63%) faced no

Discrimination in their education life. Only 20 percent respondents faced discrimination outside their home. Prior to marriage majority of respondents faced discrimination related to health facilities (39.7%) followed by education (20.0%) and entertainment (9.0%). 65.38 percent respondents did not physically hurt their husband at the time of domestic violence by them. 70.19 percent respondents reported that they were physically hurt their husband at the time of domestic violence by them. 70.19 percent respondents reported that they were physically hurt from the age of 15 years by other than their husband. During the last 12 months 13.46 percent respondents were physically hurt.

TABLE – 5 CHARACTERTISTIC OF WOMEN ENTREPRENEURS AND DISCRIMINATION AND VIOLENCE AT VARIOUS STAGES: PERCENTAGE DISTRIBUTION

CHARACTERISTICS	DISCRIMINATION FOR BEING A WOMEN IN BUSINESS	DISCRIMINATION DURING EDUCATION	DISCRIMINATION PRIOR TO MARRIAGE					DISCRIMINATION OUT-SIDE HOME	OPPOSE AT THE TIME OF DOMESTIC VIOLENCE WITH HUSBAND	DOMESTIC VIOLENCE FROM AT THE AGE OF 15 YEARS	DOMESTIC VIOLENCE IN THE LAST 12 MONTHS
			EDUCATION	HEALTH	ENTERTAINMENT	CLOTH	OTHERS				
AGE OF THE RESPONDENTS											
Less than 30	36.36	33.33	14.81	51.85	0.00	3.70	29.63	27.27	39.39	45.45	12.12
30-39	22.86	28.99	28.26	30.43	13.04	2.17	26.09	18.57	31.43	17.14	8.57
40-49	26.42	26.42	21.21	48.48	0.00	9.09	21.21	17.09	39.62	22.64	13.21
50-59	41.03	41.03	13.79	31.03	13.79	3.45	37.93	20.51	33.33	43.59	23.08
60+	46.15	46.15	9.09	45.45	27.27	9.09	9.09	23.09	23.08	38.46	15.38
EDUCATION											
Illiterate	38.18	34.55	19.07	40.48	7.14	4.76	28.57	14.55	36.36	36.36	18.18
Below Primary	41.67	41.67	42.86	42.86	0.00	14.29	0.00	25.00	16.67	50.00	25.00
Primary	42.86	66.67	16.67	38.89	11.11	11.11	22.22	28.57	33.33	38.10	23.81
Middle	31.82	31.82	18.75	37.50	12.50	12.50	18.75	13.64	31.82	27.27	18.18
High School	23.08	25.64	26.67	23.33	16.67	0.00	33.33	23.08	20.51	20.51	10.26
Intermediate	37.50	29.17	20.00	40.00	0.00	0.00	40.00	20.83	45.83	33.33	8.33
Graduate	13.64	22.73	7.14	64.29	7.14	0.00	21.43	31.82	45.45	22.73	0.00
Higher Education	7.69	0.00	0.00	75.00	0.00	0.00	25.00	0.00	53.85	0.00	0.00
RELIGION											
Hindu	29.17	31.77	20.00	38.52	9.63	4.44	27.41	19.27	34.90	28.65	12.50
Muslim	45.45	36.36	0.00	57.14	0.00	14.29	28.57	27.27	36.36	36.36	27.27
Others	60.00	40.00	50.00	50.00	0.00	0.00	0.00	20.00	20.00	40.00	20.00
Total	30.77	32.21	19.86	39.73	8.90	4.79	26.71	19.71	34.62	29.33	13.46
SOCIAL GROUP											
SC	45.83	50.00	27.78	16.67	22.22	5.56	27.78	29.17	37.50	45.83	41.67
ST	33.33	60.00	0.00	30.77	15.38	0.00	53.85	26.67	26.67	33.33	6.67
OBC	31.75	30.95	22.73	42.05	6.82	4.55	23.86	18.25	30.95	32.54	11.90
Others	18.60	16.28	14.81	51.85	3.70	7.41	22.22	16.28	46.51	9.30	4.65
TYPE OF FAMILY											
Nuclear	31.82	32.39	17.74	40.32	9.68	5.65	26.61	21.02	39.20	30.68	14.20
Joint	25.00	31.25	31.82	36.36	4.55	0.00	27.27	12.50	9.38	21.88	9.38
TOTAL	30.77	32.21	19.86	39.73	8.90	4.79	26.71	19.71	34.62	29.33	13.46

Source: Calculated from Filed Data

A large number of women entrepreneurs (63.04%) in Vijayawada city reported that joint family is hindrance in running business. When women entrepreneurs were asked to what factors they consider the reason of success. Around 75 percent gave credit to their struggle and hard work. The

average initial investment of women entrepreneurs has been Rs. 52,215/- and the average current investment has been Rs. 75,599/-. 77 percentage female entrepreneurs informed that they directly distribute their products to customers. Half of the respondents said that they do promotion of their products. When we asked these women entrepreneurs working in informal sector about what made them start their business, majority of them (61%) informed that they started their business because they wanted to make money.

The study reveals that the basic problems faced by women entrepreneurs in running their business. Majority of the women entrepreneurs (42.3%) faced no problem. The major problem faced by women entrepreneurs (31.3%) was lack of funds, 9.6 percent respondents reported that lack of training, 4.8 percent of said about long distance., 1.9 percent revealed that lack of lack of supply of raw material, 1.4 percent reported that non-availability of skilled labour and less than one percent lack of power supply. Majority of women entrepreneurs (70%) faced on discrimination form the government officials. On an average they dedicate 8.37 hours per day to their business.

As for the location of the enterprises is concerned 53.8 percent women entrepreneurs run their business with in household premise. When women entrepreneurs in informal sector were asked about the obstacles they faced at the time of starting their business majority of them (33%) informed that they lack self confidence, 15.9 percent raising capital, 13 percent lack information, 8.2 percent right contact of business venture, 6.7 percent problem of combining family and work life. 22.6 percent women entrepreneurs faced no obstacles at the time of starting their business.

CONCLUSION:

The present study makes an attempt to explore problem of discrimination and domestic violence against women who are involved in the entrepreneurial activities in the informal sector in Vijayawada City. Total 208 women entrepreneurs have been interviewed with help of well developed interview schedule in different parts of the Vijayawada city. Economic activities performed by women entrepreneurs in informal sector include beauty parlor 18.27 percent, vegetable, fruit, Flower & Fish (jointly) 17.31 percent, Kirana store 13.94 percent. Women entrepreneurs engaged in running Cosmetics & Bangle shop and Boutique business were 11.06

percent each in the study area. 8.65 percent women entrepreneurs were engaged in tea, cold drink, egg and pan business. 10 percent women entrepreneurs were engaged in tea, cold drink, and egg and pan business. 10 percent women entrepreneurs are involved in other business. The findings reveal that majority of the women entrepreneurs belong to Hindu religion. As far as social groups are concerned majority of women entrepreneurs belong to other back ward class. Around 33 percent of women entrepreneurs faced discrimination eve in their education life. 20 percent women

entrepreneurs faced discrimination outside their home. Prior to marriage in their parental house majority of respondents faced discrimination related to health facilities (39.7%) followed by education (20.0%), entertainment (9.0%). Analysis reveals that fact that education has significant role in reducing domestic violence against women. The basic problem faced by women entrepreneurs was lack of funds. The need of the time it to make such schemes by the government which could actually benefit these women entrepreneurs. To attract more women entrepreneurs, the subsidy for loans should be increased.

Most of the women entrepreneurs are of the opinion that because of lack of training, they are not able to survive in the market. The government should conduct frequent training programmes with regard to new production techniques, sales techniques, etc. improper location and inadequate infrastructure facilities are the hurdles in the way of development of women entrepreneurship which is also responsible for the exploitation of the women entrepreneurs in informal sector. Therefore central as well as state government should take such steps which could improve the status of women entrepreneurs working in informal sector as the contribution of informal sector in the economy cannot be ignored. Education can play a pivotal role in improving the status of women entrepreneurs working in informal sector of the economic and also in curbing discrimination and domestic violence against them.

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