

## Women Entrepreneurship: An Analysis of Bikaner District

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**Abstract:** - Women play an important role in the development of society and country as whole. If a country wants to develop then it has to realise the importance of the contribution of women in increasing the economy of country. This paper is an effort to study the socio-economic condition of women of western Rajasthan, profile of women entrepreneurs of Bikaner region. It also attempts to study the motivational factors for starting the business. It also tries to identify the challenges faced by women in starting and managing the business enterprise. The women entrepreneurs dealing in beauty parlour, boutique shops and tailoring units are selected. Study suggests that Entrepreneurship awareness camps should be organised at college levels.

**Keywords-** Business, Constraints, Empowerment, Entrepreneur, Women.

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### 1. Introduction

*“You can tell the condition of a nation by looking at the status of its women.”*

– Jawaharlal Nehru

Status of women is the mirror of any country. If the position of women is not good or they are not empowered then the country cannot be developed. Gender equality and women empowerment is acknowledged worldwide as the key element to attain progress in all areas. Country's march towards development and prosperity will remain a dream till its female population participates equally in the process of development.

Development of women entrepreneurship will lead to control of assets, freedom of decision making. It will eventually result in elating the social status of women. Entrepreneurship development will also generate employment opportunities for other women. Entrepreneurship and empowerment are closely associated to each other. Entrepreneurship development among women will led to the economic freedom of women.

### 2. Concept of Women Entrepreneurship

Entrepreneurship can be defined as the making of a “new combination” of already existing materials and forces. Women entrepreneurship is a process where women organise all the factors of production, undertake risks, and provide employment to others. A women entrepreneur is a person who is an enterprising individual with an eye for opportunities and uncanny vision, commercial acumen with tremendous perseverance and above all a person who is willing to take risks with the unknown because of the adventurous spirit she possesses.

Thus, a women entrepreneur is one, who starts business and manages it independently and tactfully, takes all the risks, faces the challenges boldly with an iron will to succeed.

### 3. Review of Literature

Brydon and Chant (1989), observed that overall status, bargaining position and income of women who are wage earners, self-employed traders, artisans or farmers are higher than those of women who are confined to domestic or subsistence activities. Briga Hynes (1996), Entrepreneurs will continue to become an increasingly important element of economic growth and development. Allen and Truman (1999) pointed out that alternative options in the mainstream labour market could be very limiting for women while

entrepreneurship may be a positive escape route. Dhana (2001), Entrepreneurship creates wealth and reduce unemployment. Entrepreneurs contribute to economic growth and industrialization. Seenivasagalu (2001) conducted a comparative study on “Women Entrepreneurs and Executives” in Chennai city. It is revealed that women entrepreneurs are mainly motivated by education and previous experience. It is recommended that promotion of women entrepreneurship is a better solution for unemployment and involvement of women in economic activities. Beena and Sushma (2003) conducted a study on “Women Entrepreneurs Managing Petty Business: Study from the Motivational Perspective”. The study reveals that the reasons for starting their enterprises are monetary returns and need to support family. Kuratko, Donald F (2005), entrepreneurship has emerged over the last two decades as arguably the most potent economic force the world has ever experienced.

#### 4. Objectives of Study

- ❖ To study the profile of women entrepreneurs of Bikaner.
- ❖ To study the factors that led women enter into business.
- ❖ To give recommendation for promotion of women entrepreneurs.

#### 5. Research Methodology

Sample taken for study was collected from Bikaner district. Both primary and secondary data were collected. Primary data were collected from the well structured interview schedule. Secondary data was collected from DIC office and general survey. Total sample size for this study was taken as 60. Percentage analysis was used to draw conclusion.

#### 6. Findings of the Study

##### 6.1 Profile of women entrepreneurs.

Table 1: Age –Wise Distribution of Respondents

Age Group	No. of Entrepreneurs
21-30	15(25%)
31-40	33(55%)
41-50	10(17%)
Above 50	2(3%)
Total	60

Source: Field Survey

Data interprets that majority of entrepreneurs (55%) out of the sample respondents, started their enterprise between the age of 31-40 years. 25% started enterprise between 21-30

years, 17% started between 41-50 years and only 3 % started above 50 years.

This indicated that 31-40 years is considered as the entrepreneurial age.

Table 2: Education Level of Entrepreneurs at the Start of Enterprise

Education Qualification	No. of Entrepreneurs
Illiterate	5(8%)
Primary Education	15(25%)
Secondary Education	24(40%)
Graduation	10(17%)
Post Graduation	4(7%)
Professional Degree	2(3%)
Total	60

Source: Field Survey

Majority of women entrepreneurs (40%) were only secondary educated when they ventured into business world. Only 3% were having the professional degree when they entered into business. This may be specific to the region where girls prefer to do job then to become entrepreneurs. It may also be interpreted that to become an entrepreneur higher degree or professional degree is not mandatory but it may surely be an advantage in terms of better understanding of business traits and also in selection of type of business.

Table 3: Marital Status of Respondents at the Start of Enterprise

Marital Status	No. Of Entrepreneurs
Married	46(77%)
Unmarried	14(23%)
Total	60

Source: Field Survey

It is observed that 77% of women entrepreneurs were married when they become entrepreneurs, 23% were unmarried at the start of enterprise.

Table 4: Family Pattern at the start of Enterprise

Family Pattern	No. of Respondents
Nuclear	40(67%)
Joint	20(33%)
Total	60

Source: Field Survey

It is observed that 67% of women entrepreneurs were having the nuclear family pattern at the start of enterprise. Only 33% were living in joint family. In nuclear family females are free to take the decision of starting an enterprise whereas in joint families females have other family responsibilities as their priority.

Table 5:No. Of Persons Employed In Enterprise

No. of Persons Employed in Enterprise	No. of Respondents
1 to 5	50(83%)
6 to 10	6(10%)
7 to 11	3(5%)
>13	1(2%)
Total	60

Source: Field Survey

It is observed that 83% women entrepreneurs are employing 1-5 persons, 10% are employing 6-10 persons and only 2% are employing more than 13 persons in the enterprise. It can be interpreted that majority of the women entrepreneurs are running small or micro level enterprise.

#### 6.2 Factors that led women enter into business.

Table 6: Factors That Led Women Enter Into Business

Factors that led women enter into Business	No. of Respondents
Interest/Inclination to do business	12(20%)
To do something constructive	0(0%)
Profit/Money Making	45(75%)
Effective Utilization of Time	1(2%)
Self Achievement	2(3%)
Want for control & Freedom to take own decision	0(0%)
Total	60

Source: Field Survey

There are different factors that led women enter into business. It is observed that majority (75%) of women entrepreneurs enter into business world for making money to support financial need of their family.20% enter into business due to their inclination towards business.3%enter into business world for self achievement, they want to do something in life.2%enter into business for effective utilization of time.

#### 7. Recommendations

Based on study and findings the following recommendations have been put forward for the development of women entrepreneurship.

- ❖ Policies framed for the promotion of women entrepreneurship should be strictly implemented and monitored; also its follow up should be done at regular intervals.
- ❖ Free training programs exclusively for less educated women should be organised having female trainers also.

- ❖ Parents should promote and extend their help if their daughter wants to take up entrepreneurship.
- ❖ Raw material should be made easily available to women entrepreneurs at the discounted price.
- ❖ Platform should be provided by organising trade fairs exclusively for women entrepreneurs where women can sell their products and earn maximum profit.
- ❖ Entrepreneurship awareness camps should be organised at institutes to promote women entrepreneurship.

#### 8. Conclusion

Women empowerment is very necessary for the growth and development of any society or country. Entrepreneurship plays important role in this direction of women empowerment and thus now with the passage of each day people are realising its importance. With the help of government and non-government organisation efforts can be made to develop women entrepreneurship .Women have the gifted quality of management skills and multitasking, the only effort to be made is to encourage her and educate her so that she can also contribute in the development of society.

#### 9. References

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