

## **Women entrepreneurs in Agra region of Western U.P.**

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### **Abstract**

*Entrepreneurship amongst women has been a recent concern for all of us. One does not have to travel to understand the hidden entrepreneurial potential sirlials of women that gave gradually been changing with the growing sensitivity to their role and economic status of the society. Due to awareness of their existence right work situation, the entrepreneurial activities have become attractive to women. The present study indicates that the women entrepreneurs should be provided more attentions to become a successful entrepreneurs it also indicate that most of women preferred to do such business which would help them to be financially independent and to help their family business. Most of the entrepreneurs face many constraints. 90.69% of entrepreneurs revealed that the part of government was not adequate.*

*Key words: Entrepreneurship, entrepreneurial, women, business*

### **Introduction**

The concept of entrepreneurship has assumed prime importance both in research action for accelerating economic growth in developing country. It is now being increasingly recognized that the entrepreneurial development is an integral part of the strategy of industrial development. The entrepreneurship is often used as a broad definition for the process of starting and running one's own business, the term entrepreneur is increasingly been reserved for the type of individual who is highly determined confident, creative, self oriented personality, well in tune with the trends and who is able to translate a vision in to real business. These individuals are often viewed as reckless risk takers women entrepreneurs are the women are group of women who initiate and operate a business entrepreneurs. Govt. of India note women entrepreneurs as "an enterprise owned and controlled by women saving a minimum financial interest of 51% of capital and giving at least 51% of employment generated in the enter price to women.

In the process of developing women as entrepreneurs socioeconomic background plays important role. Women entrepreneurs are coming out as a distinct class on the industrial scene and their economic contributions being considered significant now in India. The potential of developing women as entrepreneurs is very high and so in the government policy many encouraging schemes are in existence in India for different target groups of women coming from different section of the society. It has been observed that the small business in the crafts segment offers the best opening for women entrepreneurs. Readymade garments and embroidery being virtually cottage

industries operations, it can be natural extension for women to get into entrepreneurial activity in these areas. The problem or difficulty of a woman entrepreneur in that she is a woman. The attitude of society towards her and the constraints in which she has to live and work creates difficulties and problems at all levels, i.e. family support, training, banking, licensing, society and marketing. Women still suffer from male domination about their role and capacity. Keeping the above points into consideration, the present study was carried out with the following objectives:

1. To study the distribution of women entrepreneurs on the basis of different type of entrepreneurial activities.
2. To study situation in which a women as an independent economic agent is able to overcome the pressure exported by tradition.
3. To identify problems and constraints faced by women entrepreneurs and to analyze the causes of their relative success or failure in business.

### **Methodology**

The present study was confined to Agra district of Uttar Pradesh. The numbers of small scales industries units have been started by several entrepreneurs. Quiets a few women are in this group. Though those has been an increase in the number of small industrial unit, but there is scope for more planned and systematic technical type of units and export oriented in small and the large scale sector. Keeping this in view Agra district of U.P. was selected for this study. The study was designed to cover 300 women entrepreneurs in Agra district operating small scale

commercial entrepreneurs. It is, therefore not easy to arrive at a general correlation between different variable applicable to all the industries. The women entrepreneur was chosen as a basic unit of inquiry for this study on three accounts. Firstly she, as compared to males, is a new entrant in to the field and her contribution to individual development has to be assessed. Secondly, her indirect contribution to women empowerment in general and as a model for others was to be studied. Thirdly, if women have to be brought in the main stream of entrepreneurial world, it is imperative to know the characteristics, challenges, motivation and perception of this prominent segment. The standard methods were employed to collect information regarding the organizations and institutions helping women entrepreneurs, such as district industrial centre Agra. In all there were 1475 women entrepreneurs running different type of small scale enterprises were randomly selected. The suitable questionnaire was prepared in the light of the objectives of the present study and the sample women entrepreneurs were interviewed. Each respondents was visited at best twice or thrice. The information was collected on several aspects of entrepreneurship as practiced by the respondent. The data was collected through primary and secondary sources to obtain the relevant basis of data organized. This provided the basis for conclusions being drawn and recommendations made in order to understand the problem in proper perspective, the discussions were made with several knowledgeable persons such as economist, bankers and government official connected with small scale industries, respective of women's organizations.

### Results and Discussion

Most of the women entrepreneurs' preferred to do such business which would help them to be financially independents, would generate sufficient income for the family. Table 1 indicate that, out of 300 women entrepreneurs 14.33 per cent in manufacturing of candles, 12 per cent in embroidery work, 8% in manufacturing of polythene bags, 7% in dairy product, 6.33% in underwear's and undershirts same per cent in manufacturing of soft toys and bakery products, namkeen, sweets and potato chips, cutting and tailoring, hatching of eggs, majority 83.67% of respondents were between 25-45 years. Majority 85.67% were educated up to matriculation.

The entrepreneurs had limited potential in providing gainfull employment. Financial help was provided mainly by government agencies (71%) followed by bank (22.8%). 79% of the responds acquired to training before starting their ventures. It was observed that 82.33% faced financial problems. 82% respondents preferred to establish their business

Table 1: Distribution of women entrepreneurs on the basis of different type of enterpreneurial activities

S. No.	Enterpreneurial activities	No. of respondents	%tage
1.	Readymade garments	43	14.33
2.	Hatching of eggs	18	6.00
3.	Leather purses, hand bags and leather garments	16	5.33
4.	Data processing	4	1.33
5.	Embroidery work	36	12.00
6.	Underwear and shirt	19	6.33
7.	manufacturing of brakery products namkin, sweets & potato chips	18	6.00
8.	Cutting and tailoring	17	5.67
9.	Manufacturing of candles	39	13.00
10.	Manufacturing of card board boxes	11	3.67
11.	Preparation of soft toys	9	6.33
12.	Manufacturing of polythene bags	24	8.00
13.	Manufacturing of carpets	6	2.00
14.	Dairy products	21	7.00
15.	Manufacturing of plaster of paris	6	2.50
16.	Beauty parlour	4	1.33
17.	Others	5	1.67

Table 2: Constraints for establishing of business by women entrepreneurs

S. No.	Problem faced by respondents	No. of respondents	%tage
1.	Row material (quaqlity, cost and time to obtain raw materials)	194	64.67
2.	Power and fuel	236	78.67
3.	Financial problems	247	82.33
4.	Transport	135	45.00
5.	Storage	127	42.33
6.	Labour	152	50.67
7.	Lack of awareness and guidance	159	53.33
8.	Marketing problems	257	85.67
9.	Competition	123	41.00
10.	Inadequate Govt. support	272	90.67
11.	Male domination	47	15.67
12.	Family/social constraints	154	51.33
13.	Negative activities of society	150	50.00
14.	Training	241	80.33
15.	Lack of mobility	246	82.33

near their homes. A significant portion 50% women faced negative attitude of society. 85.67% entrepreneurs faced the problem of marketing both row materials and finish goods about 90.67% women entrepreneurs reveled that the support on the part of govt. was not adequate which was highly demoralizing. 51.33% women entrepreneurs expressed that family constraints do not allow a women to be a successful entrepreneurs.

Table 3: Distribution of respondent (300)

Age group	Educational qualification			Marital status		Work experience		Family type		Type of work ship		Size of employment					
	<25 year	25-45 year	>45 year	Under matric	Matric	Graduate	PG & above	Married	Unmarried	Yes	No	Nuclear	Joint	Sole	Partnership	1-3	4-6
43 (14.33)	251 (83.67)	6 (2.00)	27 (9.00)	257 (85.67)	14 (4.66)	2 (0.67)	298 (99.33)	2 (0.67)	82 (27.33)	218 (72.67)	127 (42.33)	173 (57.67)	246 (82.00)	54 (18.00)	198 (66.00)	89 (29.67)	13 (4.33)

Most of respondents were married 99.33%. Over 72% had no work experience of the total respondents about 57.67% belonged to joint family Table 3). Majority (77.5%) of respondents originally came from business back ground. They were married into business family, having lived in business environment because it was easier for these women to take business rather than any other vocation. 82% were owner of their enterprise.

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