

EMPIRICAL STUDY ON EMPOWERING WOMEN THROUGH ENTREPRENEURSHIP

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ABSTRACT

World is now a global village consisting of about 7.4 billion population from which 49.6 percentage are women as per August 2016 report. As women constitute a considerable number in the world census their duties and responsibility for building a new era is also apparent. This engrossment is already felt globally by various nations and today gender blockade faded away in many parts of the world. But it is sad to note that in some countries like India, Pakistan, Japan and Nepal its dark grip is still looming over the society. No doubt we are starving hard to find a subtle shift in the current condition of women. Traditional thoughts are still prevailing in the society. In spite of that today's women are no longer bounded within four walls struggling for a simple identity. Now woman are successful in adding many new titles like business maker, country maker, society maker, etc apart from bestowed title home maker. Women of India could distinctively present them self as an ENTREPRENEUR, Politician, Journalist, Lawyer, Doctor, Engineer, Manager & many more. Indian society, generally not in favour of women to go out & work under a strange male boss. Very interestingly the women folk now invented a solution to the futile demand of the autocratic society. Modern women were very successful to create their own identity & manage to extract hand full of money for their livelihood by not destroying the norms of their orthodox society or family emotion; that is non otherthen involving them self in informal business like Handlooms, craftsmanship, Food suppliers, Food makers (Spices, Papad, Pickels), Tailor, Parlour, Boutique, Dairy Products, etc. Major steps were also taken by government, NGO's, Women welfare organisations for empowering women to fight against various crisis, making their own identity and expressing their interests. The current intend of our study is Empowering Women through Entrepreneurship. Our Study basically focuses on women entrepreneurship in Odisha. The basic propose of this study is to find out various motivating and de-motivating as well as internal and external factors of women entrepreneurship. Our primary aim is to eliminate the hurdles in women entrepreneurship and empowering them not only for them self or their family, but the nation as a whole. Here one can quote:

"To awaken the people it is the women who must be awakened. Once she is on the move, the family moves, the village moves, the nation moves."

- Jawaharlal Nehru

Key words: Woman, Woman Empowerment, Economic Independence, Entrepreneurship, Self Help Group (S)

INTRODUCTION

Women are always tagged as “the better part” of men and the society; still it is pitiable that they are the most underutilized vital resource of world. When we talk about India it is sad to note that, the country that has recently applauded the status of the first Asian country to accomplish mars mission in maiden attempt is positioned 29th rank on the basis of gender inequality index. Indian women are always expected by society to play the role of a dedicated mother, committed wife, obedient daughter and so on. If we picturize them outside their family the condition is still hazy. So, here generate the requisite for **women empowerment**. Women Empowerment means freedom of speech, freedom to express ones thought, freedom to take own decision, freedom to walk anywhere, freedom to do anything. It also means giving an independent platform to create their own identity, to take their own decision, to fight for their own rights, etc. ‘**Empowerment**’ derives from latin word ‘*potere*’ which means “*to be able*” (McLeod). In various books, aspects & concepts empowerment has diverse meaning .Empowerment as a process of increasing the capacity of individuals or groups to make choices and to transform those choices into desired actions and outcomes. In the Indian context “Empowerment means moving from a position of enforced has powerlessness to one of power”. When we think about the woman empowerment, it is an action to establish equal opportunities for women in education, employment & other decision making sector.

Honestly saying today’s women sketch is better than yesterday. In each and every field they are showing their astounding expertise. Right from the ancient period women successfully created their extraordinary identity in showing their incredible ability. They surpassed male society in numerous conducts. If we put light on our legend we are amazed to see SitaMaa defeated SaharshaRavan& save Sri Ram’s life on the other side Savitri using her wit, glean the life of Satyavan from Yama.Rio Olympic 2016 is the bright illustration of empowering women power in India. While P.V Sindu and Sakshi Malik spirit of India were successful in fetching the silver and bronze medal in Badminton and wrestling on the other hand DipaKarmakar’s death defending gymnastic performance spell bound the whole Indians. Deepa Malik becomes 1st Indian Paralympics medallist, to bring silver at Rio. Not only sports many paradigms from Jhansi Rani to Prativa Patel have lucratively chase their leadership tenure in an amazing note. If we discuss about the recent L’oreal Paris women of worth award 2016 in association with NDTV our chest widen with pride by seeing these iconic ladies like Suparna Gupta, founder of Aangan who had protected and rehabilitated the most excluded, vulnerable and isolated groups of children, Safeena Husain founder and CEO, Educate girls deals with root cause of gender inequality in the education system of India. A 13 year girl from OdishaLalitaPrasidaSripadaSrisai has developed low-cost bio- absorbent water purifier and won Google science fair. On the other side Vani Kola has inimitably shown her flair in entrepreneurship especially in e-retailing. Ajaita Shah, founder, CEO Frontier Market has gifted rural India with most

qualitative, affordable and clean goods. Sreemoyee Pie Kunda wins many hearts of youth by her unique writing. Neha Kirpal, founder of Indian art fair created a commercial platform for artist to exhibit their skills. Leading boxer Pwila Basumatary had proved her physical spirit internationally.

Apart from all these successful stories and inspiring names today's condition is still behind the bar. Horrific terror of Damini gang rape had not wiped from our mind and many more intentional incidences made its way. Terrific picture of men could be so furious that can be realized from acid attacks on innocent girls, which not only disfigure them physically but kill them emotionally too. Daily newspaper introduces us with everyday's brutal human activities. Sometime our eye become wet with a new bride murder due to dowry, other time heartrending touchier and assaulting girls make us panic. Ghastly killing of female infanticide news proliferate our annoyance. Glass ceiling still discourages many contemplative girls resulting frustration, stress and some time it leads to suicide. Then remain a long silence. To end this silence Government, NGO's and many welfare organisations do their best. Recently Amitabh Bachan had made an impressive video presentation on women empowerment with a motto to end this silence, torture, compromises "Ab Samjhauta Nahin".

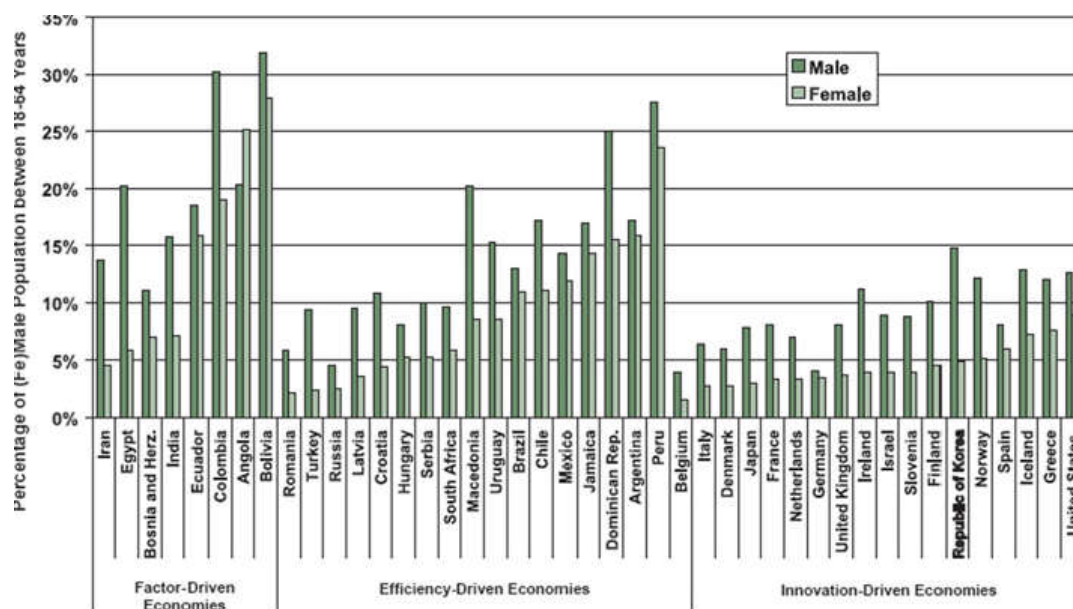
Keeping eyes on these above examples this paper is made with an intention of encouraging Indian women to fight for their own right, to raise voice against all misconduct and prove their worth. It is seen that entry of women into business in India is from the extension of their kitchen activities, mainly 3P's: Pickle, Powder & Pappad. But with spread of wide education & progress of time women started sifting from 3P's to 3E's: Energy, Electronics & Engineering. From various surveys we can find many women started their business due to some painful events like divorce, discrimination due to pregnancy or corporate glass ceiling, economic reasons such as layoff or financial problem of family. But, with the changing lifestyle the picture is different today. Woman folk gradually enter into business for projecting a different image & identity or showing their actual vision & skills. They flourish them self as a designer, decorator, publisher, painter & so on. Women entrepreneurship may serve as a catalyst for Indian women to become independent both financially and mentally. Women entrepreneurship helps to portray their own integrity and helps to empower their personality. We salute these inspirational figures that became classic exemplar paradigm for the entire nation.

OBJECTIVE

- To spot the reasons behind women involvement in entrepreneurial activities
- To recognize the factors creating obstacle in women entrepreneurship
- To study the impact of government assistance on women entrepreneurship.
- To critically observe the problems faced by women entrepreneurs.
- To study how they develop their career.

LITERATURE REVIEW

(Bosma, Acs, Autio&Levie, 2009) report shows the percentage of male and female population between 18- 64 years who are involved in entrepreneurship which can be found from Figure1. Bolivia, Angola and Peru are the countries having highest women entrepreneurs where as Belgium, Romania and Turkey are having lowest female entrepreneurs in the world. When we put light on factors we find that Factors Driven Economics plays a major role, than comes efficiency driven economics followed by innovation driven economics.



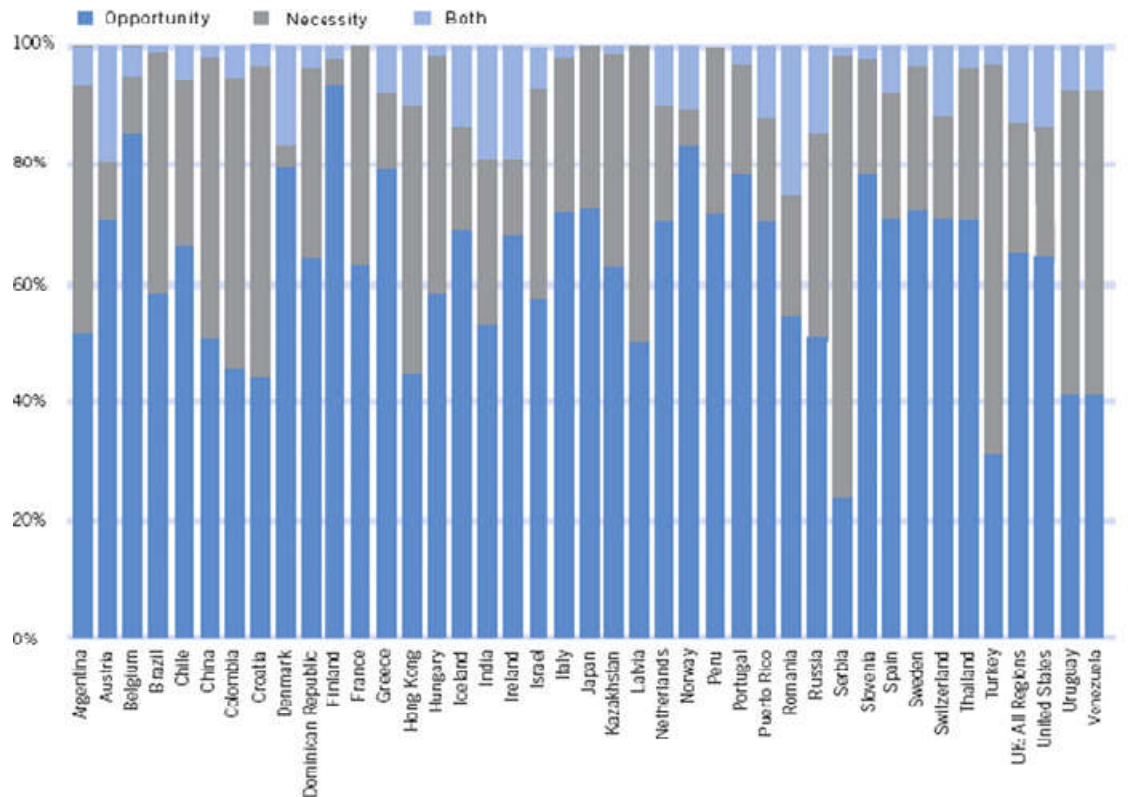
Source: Figure 14 in Bosma, Acs, Autio & Levie (2009, p. 27)

Figure 1: Entrepreneurial activity rated by gender, 2008

Relevant literature on the obstacles faced by women entrepreneurs

Obstacles	Relevant literature
Lack of business management skills	Kock (2008:103); Coleman (2007:315); Maas and Herrington (2006:41); Brindley (2005:154); McClelland <i>et al.</i> (2005:4)
Lack of education and training (in general)	Coleman (2007:315); Botha (2006:146); Maas and Herrington (2006:41); McClelland <i>et al.</i> (2005:11)
Inter-role conflict (work/home conflict)	Kock (2008:103); Ahl (2006:605); Bruni, Gherardi and Poggio (2004b:416); Winn (2004:148)
Inequality of access to credit (difficult to obtain financing as a woman)	Wasilczuk and Zieba (2008:160); De Bruin <i>et al.</i> (2007:325); Abor and Biekpe (2006:106)
Inhibiting laws and regulations (lower access to land, contractual rights- husband's consent or judge approval)	Ong (2008:1); Maas and Herrington (2006:41); Baeva (2004:3); Welter (2004:214)
Family pressures (gender-role expectations)	Winn (2004:147); Bradley and Boles (2003:22); O'Neill and Viljoen (2001:39)
Lack of self-confidence	Kock (2008:103); Greene <i>et al.</i> (2005:11); Bradley and Boles (2003:17)
Risk averse (great fear of failure)	Kock (2008:103); Verwey (2006:1); Brindley (2005:153)
Socio-cultural environment (lack of respect from male community and stereotype)	Van Vuuren and Groenewald (2007:273); Maas and Herrington (2006:41); Baeva (2004:3)
Isolation from business network	De Bruin <i>et al.</i> (2007:325); Manolova, Carter, Manev and Gyoshev (2007:411); Welter (2004:213)
Lack of female role models	Mattis (2004:154); Matthews and Moser (1995:366); Lee-Gosselin and Grisé (1990:431)
Lack of timely business information	Kock (2008:103); Van Vuuren and Groenewald (2007:273); Bruniet <i>al.</i> (2004a:256); Welter (2004:213)
Pressure of childcare	McClelland <i>et al.</i> (2005:11); Affholder and Box (2004:18); Winn (2004:147); Bradley and Boles (2003:22); O'Neill

	and Viljoen (2001:39)
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Source: Allen, Elam, Langowitz & Dean (2007, p. 15)

Figure 2: Women's entrepreneurial motivation by country, 2007

Some literature introduces terms like “push” and “pull” factors. Where “push” factor or necessity forces people to be an entrepreneur on the other hand “pull” factors attract people towards entrepreneurship (Orhan and Scott, 2001). According to an analysis by (Allen, et al., 2007) women entrepreneur are mostly motivated with both “necessity” and “opportunity”. To compare these factors Allen had given a graph which is mentioned in Figure 2. From that figure it is found that women of Serbia and Turkey are mostly motivated by “necessity” whereas women of Norway and Finland are mostly motivated by “opportunity”. In India it is found that “necessity” was the most influential factor to start a business for women, but now days it is driven by “opportunity”.

METHODOLOGY

The research design used the data gathering methods and tools; sampling and sampling procedures and the methods of data analysis. Exploratory and descriptive survey research design was in use to assess the key factors that affect the performance of women entrepreneurs in South Odisha. Both Primary and Secondary source were used for the current research survey. The study is a descriptive analysis that reviews literature on individual attributes and environment factors on women entrepreneurial activity. The study is a descriptive analysis that reviews literature on individual attributes and environment factors on women entrepreneurial activity. The secondary data is collected from reports, bulletins, websites and literatures. The primary data is collected from different women entrepreneur basically from Berhampur &Kandhamala.

DATA INTERPRETATION AND ANALYSIS

Personal Details

The study consists of many enterprises on following category. The various entrepreneurs considered in the study are distributed in all the following categories. The total 60 women entrepreneurs were selected as per the random sampling methods.

Category	Percentage
Parlour	8.3%
Tailor	11.7%
Food Suppliers	13.3%
Boutique	8.3%
Dairy product vender	3.3%
Shop	13.3%
SHG	21.7%
Industry	20

Reason of Entrepreneurship

There are various reasons why a woman goes for entrepreneurship. The data reveal that 66.6% of respondents selected their family business and 26.6 % are self employment. 5% are choosing it for career and only 1.6% is by forced circumstances. From it we can clearly find that still high motivation is needed to women in India to increase their confidence level.

Type of Business & Daily Working Hours

In every business there are fixed working hours. Normal working hour are eight. In some cases it is different. But in case of entrepreneurship it varies depending upon own interest & current requirement. More than 96.66% women are working for 8-10 hour per day and 1.66% is working for 10-12 hour and 1.66% is engaged for more than 12 hours a day. From this survey also it is apparent that most of the women entrepreneur spends about 10 -12 hours of the day in working for their business.

Age of Entrepreneur

It is the common believe that as an individual grows old he or she tends to mature in wisdom and experience. With the maturity and experience women get the performance goal. Present survey gives some idea about the common age group preference in Entrepreneurship. If we limelight the collected data from the survey it shows that up to 20 years there are 6.66% respondents, (31- 40) years respondents percentage is about 23.33%, above 40 there are about 8.33% respondents.

Here the highest proportion is 61.66% under 21-30 years. So that it is proved that 21-30 is the early stage to state up a business and also successes in their career. As per this survey talent matters more than experience.

Monthly Income of women Entrepreneur

In this portion it covers the detailed monthly income earned by women entrepreneur form their business. From the current data we find that mere about 3.33% of respondents earn less than 2000. About (2000-3000) monthly income are eared by 6.66% of respondents and 11.66% respondents earn between (3000 – 4000). Here it shows that mostly woman entrepreneur's monthly income is above Rs 4000. A majority of respondent's 78.33% monthly income is above 4000.

As per various previous literature we have considered these factors which influence women entrepreneur:

1. Family Responsibility
2. Risk free jobs
3. Financial Resources & capital
4. Financial Institutions
5. Labor & logistic issues
6. Social barriers
7. Proper knowledge (Market, raw- materials, negotiation & bargaining)
8. Risk taking attitude
9. Education
10. Government agencies

11. Family support
12. Active partner
13. Self identification
14. Family business
15. Career interest
16. Circumstances
17. Age
18. Income
19. Social & political condition
20. Time required
21. Training

To reduce the given set of data we use factor analysis method. We have used Minitab software to do the factor analysis. An output of factor analysis method is factor score, which is computed for each of the factors corresponding to each respondent. As this factor scores are statistically independent we have used them further in regression analysis. The correlation coefficient of the extracted factor score with a variable is called the factor loading. A matrix of factor loadings called factor matrix or component matrix which we have used further.

As the initial factors are very difficult to interpret so we have used varimax rotation for finding independent factors. It also helps to maximize the variances of the loadings within each factor. Basic idea to do the rotation here is to find some factors that have a few variables that correlate high with that factor and some that correlate poorly with that factor. Once this is done, a cut off point on the factor loading we have selected. We have considered all factors which are more than 0.5 then the total variable explained by all the factors taken together remains the same after rotation. Then as per it grouping is done.

We have found all these factors which mostly put influence on Women Entrepreneur in South Odisha:

- Active Partner
- Financial independence
- Educational institution And Govt agencies
- Reason for job
- Financial condition
- Knowledge and skill
- Role of family
- Low Risk taking
- Age
- Financial Resources
- Obstacles

- (Family obligation)

INITIATIVES TAKEN BY VARIOUS ORGANISATIONS AND GOVERNMENT

Now 6th session of commission on the status of women (CSW) begin to implement the new universal agenda for sustainable development. Realizing gender equality and women's empowerment new initiative plans and actions are developed which may be promoted under the flagship of renowned programs of government such as "Swachh Bharat Abhiyan", "Make in India", "Digital India", "Skill India", "Smart Cities", "Jan Dhan Yojana".

It is also seen that encouraging rural Indian women, government has introduced various Schemes like Integrated Rural Development Program (IRDP), Training of Rural Youth for Self Employment (TRYSEM), and Development of Women and Children in rural Areas (DWCRA). There are many promotional scheme in order to develop women entrepreneurship are Maha Udyam Nidhi, WIT (Women India Trust), SWEA (Self-employed women association), SHG'S (Self-help group), Women Cell, etc.

State Government of Odisha also put their step forward to uplift women power with mission "Shakti of Odisha". Shakti Mission is promoted as a key strategy to encourage Women self Help Group (WSHG) to pull off women empowerment.

CONCLUSION

Simply the aim of our study is woman empowerment through entrepreneurship. With this paper our intention is to give a new ray of hope to the young woman entrepreneurs. Original intention is to show the mirror, means their hidden skills & ideas which will not only help to build their own identity or help in financial security of their family but also to project them self in the economic progress of the State & Country as a whole.

Creating a special position and identity for women in the global platform is the main intention behind the paper. Of course it is not a small issue, but not even an impossible task. The story of stepping towards success is never easy. So, the current survey helps us to figure out some of the internal and external factors like Active Partner, Financial independence, Educational institution And Govt agencies, Reason for job, Financial condition, Knowledge and skill, Role of family, Low Risk taking, Age, Financial Resources and Obstacles (Family obligation). We need to first understand our self, after that we try to create our own identification, come out from the cage of fear and establish ourself in the society. Understanding our own skills, exploring our knowledge & chalk out a plan to achieve our goals; is the next important thing. For woman it is important to maintain balance between personal

& professional life. A new tomorrow can be possible with the support of family, society & government. Let us join our hand to see the success of our mother, sister, wife & daughter.

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