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## A STUDY ON WOMEN ENTREPRENEURS OF FARIDABAD CITY IN HARYANA

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**Abstract:** The present study was undertaken in the city of Faridabad of the state of Haryana with the intention of probing into the biographical factors of women entrepreneurs and knowing their sources of inspiration. The aims of this study to find out the socio-economic background of working women to know that how it had motivated them to take up entrepreneurship. A woman as an entrepreneur has to play dual role – one of a home maker and the other of an executive. She is capable of doing home related jobs as well as of office when compared to her male counterparts. The present study enables us to find out the conflicts and problem faced by women as an entrepreneurs and helps and finding out solution and suggestion regarding their improvements in this state.

Key words: Entrepreneurs, women, Faridabad, employment, business

### Introduction:

In India the role of entrepreneur is more important in comparison to the developed countries as far as the generation of self employment opportunities and mitigation of unemployment situation are concerned.

Women entrepreneurs of various developed countries like Australia, USA, England and Canada are doing very well. They have made their mark in area like retail trade, education, insurance, hotels and business etc.



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### **Need of the present study:**

With a lot of investment in the state owned industrial sector, Faridabad has grown into an industrial hub. Women have a lot of opportunities here. As it provides a conducive environment for them to do big in the field of entrepreneurship. In comparison to other states Haryana is rather a safest place. It is thus important to find out the reasons for the situation for which the responses of the existing women entrepreneurs become significant.

### **Aims and Scope of this Study:**

1. To probe into the socio-economic background of women entrepreneurs.
2. To know about the inspirational factors of the women entrepreneurs.
3. To know about the difficulties faced by the women even as housewives and entrepreneurs.
4. To get more suggestions to increase women entrepreneur.

While selecting the samples, certain norms and parameters were adhered to this study was restricted to the city of Faridabad only.

Number of manufacturing units run by women was although very few. Women entrepreneurs involved in trading and business were taken in this study.

### **Research Methodology:**

The study is investigational one. The data was obtained in this research, through interviews and some specific structured questionnaires. Initial data was obtained from books and journals, reports, magazines, manuals and news-letters and websites etc.

The data prepared with respect to the detail of women entrepreneurs, their economic backgrounds, attitudes, aspirations, pushing factors and achievements were listed, analysed and presented.



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### **Age-wise distribution of Women entrepreneurs:**

The main point of study has been the age of women entrepreneur at the time of entry into business. Women enter into business at later age in comparison to their male counterpart. Early 30s is vulnerable age a woman to start business. When the age of the sample of women entrepreneur was collected and analysed, it was recorded that 95% of them were in the group of 35-45 years. But some exceptions can be seen, when we find some women, who started their business at a very young age. The study saying that women enter into economic activity only after marriage and with the children a little grown up.

### **Competency of Women Entrepreneur Academic:**

Education plays an important role in changing society. Education also determines the level of aspiration, technology, productive efficiency etc., which play basic role in the process of social and economic development. Role of education in establishing entrepreneurial spirit has been analysed minutely. Education has to do with positive impact in developing entrepreneurial spirit in women, it, enhances a woman's skill for a business. Education enables a woman to face the environment of entrepreneurship more successfully. Most of the women were literate, 99% were graduates and post graduates. It can be concluded that education has given them confidence and independence to handle business activity.

### **Impact of Birth Order of Women Entrepreneurs:**

Many experts have confirmed the birth order has greater impact on development of the personality of a man. Birth order influences the socialization which in turn effects the development of certain traits in him/her.

A research on the birth order of the sample entrepreneurs was done and found that 30% were youngest, 34% were middle and 36% were eldest children in their family.



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### **Marital Status of Women Entrepreneurs:**

Besides age and education, the marital status of women entrepreneurs plays significant role in determining their entrepreneurial activities. It denotes the support they get and the conflict they have to face. In survey it was found that 80% were married, 10% unmarried, 5% widowed and 5% divorced.

Women who are unmarried have less independence since they are protected by their parents. Parents also do not want to put their unmarried daughter into business. Parents also feel it risky to start a business with unmarried daughter since their business may be closed after marriage. Moreover, man also do not want to marry such women who are in business because such women show more individuality creating problems to them later.

### **Children of Women Entrepreneurs:**

A mother in our society is entrusted with the major responsibility of looking after her children. The economic condition of a women entrepreneur has a great impact on her children. It changes the mind set of her children as well. In a survey it was found that 93% of women entrepreneurs had children. 7% did not have children.

### **Caste of Women Entrepreneurs:**

It is presumed that a particular community dominates the entrepreneurship. In our country caste plays significant role, some times in determining the solidarity in business. To know this, a survey was conducted and data was collected which reveals:

Khatri Women	= 35%
Aggarwals	= 30%
Brahmin women	= 20%
Other	= 15%

most of the women in the survey were found from forward castes.



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### **Community of Women Entrepreneurs:**

We have tried to find out if castes has anything to do with the entrepreneurship and to know this we have surveyed and found tht 92% of forward caste dominate the business and only 8% of backward class do business. Scheduled castes and scheduled tribes have zero percent participation. Zero participation of SC; STs in business are due to their less education and economical backwardness. Those who are educated in try for government jobs.

### **Occupation of Husband of Woman Entrepreneurs:**

It is well said that every woman has a hand behind her success and that is no doubt of her husband. In order to know whether the profession of their husband has any impact on her entry into business, a survey was conducted on the status of their husbands. The findings toll that 10% were employees, 88% said their husbands were professionals and 2% husbands were unemployed.

### **Reasons started the Venture:**

Women have some reasons behind starting a business. A study was made to know what factors were responsible for setting up of their own business. The responses were different. 65% of them gave the reason earning money was their sole purpose. If a woman wants to earn money she knows that entry in to business is the best way to earn money. 22% of women gave the reason of having knowledge in similar field. Such women who started business on the basis of their knowledge in the particular field dominated the field like beauty parlour, schools and tailoring units. 11% women started business to remain independent. The study reveals that economic factor was the main purpose which motivated them to start a venture. Only 2% women have no opportunity for employment which led them to start their own venture.



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### **Motivating force for women entrepreneurs:**

It requires a force to set up any venture so there is a driving force that compels an individual to set up a business. That driving force may be internal. The inner urge to do something compels to go forward. Some need external force to motivate them, despite having inner drive.

A study on who motivated women entrepreneurs was conducted and found that 39% women were motivated by their husbands. It was found that the force that promoted women entrepreneurs was from her father, brothers, relatives & friends 61%.

### **Family Structure of an entrepreneur:**

The structure of the family of an entrepreneur has deep impact on the mindset. In a joint family, she has to consult each and everybody. She does not have much independence. A woman entrepreneur living in a nuclear family possesses more liberty and can take independent decision. In a survey it was found that 92% women entrepreneur belonged to nuclear families and 8% belonged to joint family.

### **Position of women before entering into business:**

In a survey it was found that 89% or more were the housewives before they entered into business.

### **Background of women entrepreneurs:**

It is not always true that women, whose parents are businessmen will become business entrepreneurs. Surprisingly, in survey, it was found that 45% of the parents were employees either in the private or public sectors and 55% were business people.

### **Power of women as Entrepreneurs:**

Since long time women have been considered weak and vulnerable. But time has changed now. Women in this modern time possess many strong points. In order to assess her power a sample survey was conducted. 48% of

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women get help from their families which is their greatest strength. 28% women are considered systematic which makes them competent to run a business in an organized way 18% women are found to be more laborious than that of men. 6% of sample gave verdict that women are more committed and dedicated than men.

### **Weakness of a woman as an Entrepreneur:**

Women in entrepreneur have to face a lot of difficulties. Women are physically as well as socially weak in comparison to their counterparts male. Only 19% of the respondents said that women are in no way weak to carry out entrepreneurial activities.

Regarding weaknesses in women, 28% favoured that women give preferences to their family, 22% said women are less risky 17% pointed out that women are less conscious about the society 14% said that women lack in depth knowledge of business.

### **Skill enhancement programme undergone by women entrepreneurs:**

EDPs are meant to Entrepreneurial Development Programme Different governmental and private sectors provide special Entrepreneurship Development Programmes. Almost all the respondents given the importance of Entrepreneurial Development Programme. The data showed that 94% of the respondents have said to have attended Entrepreneurial Development Programme .

### **Problems faced by women entrepreneurs:**

There are some genuine business problems like fund raising, purchase of raw materials and marketing. A survey was conducted to find out how many of the women were facing business problems. 30% told about problems during sales and promotions. 25% of respondent showed inability to manage the employees. 23% of the respondents accepted to have been facing problems with marketing/selling. 22% of the respondents faced problems in buying materials.

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It was also analyzed if marital status was the main cause of problems faced by women entrepreneurs. Irrespective of marital status, women entrepreneurs were facing problems with marketing, selling and sales promotion.

### **Domestic problems of women entrepreneurs:**

A study was conducted to find out how many woman entrepreneurs are facing conflicts at homes and the types of conflicts they are facing. 61% of the respondents have not problems faced at home as they are getting help from their husbands and planning their work effectively. 39% of the remaining respondents accepted the difficulties faced at home.

### **Location of Business:**

Location plays vital role in flourishing of a business entrepreneur. Any entrepreneur is affected by there three factors - availability of inputs, availability of market and government subsidies. Choice of location by a woman entrepreneur is governed by her marital status. If she is married, then location of her business may be according to her husband's choice.

A study tells that 37% of women entrepreneurs like to work near to their houses 33% of women entrepreneurs like for the location to the demand of product and 11% and 9% give the reason to availability of building and future markets respectively. 7% give reason for subsidy and only 3% to the education of children.

### **Time given by women entrepreneurs to their entrepreneur:**

Family is first to every woman. Any other job or business is secondary to her. Devotion towards family responsibilities affects her entrepreneurial performance. This strongly affects her daily hours at work. Her homely chores cut down her daily hours at any work place. To know how much time a woman entrepreneur spend at the business unit a survey has been done. Women who devote more than 8 hours in business are 55%, 40% devote above 6hrs.

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The analysis tells that about 95% of the respondents devote more than 6 hour in their units. Despite their domestic chores, they are sincere in their efforts.

### **Final Findings of the Study:**

The analysis shows that most of the women entrepreneurs are between 35 and 45 years of age. But some enter their business at early age. Most of them, who enter business, are educated, married, with children, belonging to forward caste and from nuclear family

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