

## **Development of Women Entrepreneurship in Aurangabad City.**

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*In no society do women enjoy the same opportunities as men do. This is true in every part of the world where women are not treated on par with men in many aspects. Women also have to shoulder the additional responsibility of child bearing and rearing. This consumes much of their productive time and effort. In the sphere of entrepreneurial development, women are constrained by a variety of socio-economic factors.*

*The emergence of women entrepreneurs in any society is influenced to a great extent by socio-cultural, religious and psychological attributes that characterise and shape the individuals. This means that an appropriate socio-cultural, socio-economic environment is a pre-requisite for industrial or economic growth of country. It is in this context, the present study was conducted to understand the development of women entrepreneurship in Aurangabad city.*

*[Key Words: Entrepreneurship, Women Entrepreneurship, Development]*

Women's economic contributions are grossly undervalued or not valued at all. In no society do women enjoy the same opportunities as men do. Women and men still continue to live in an unequal world". This is the message of the Human Development Report 1995 published by the UNDP. This is true in every part of the world where women are not treated on par with men in many aspects. Women also have to shoulder the additional responsibility of child bearing and rearing. This consumes much of their productive time and effort. In the sphere of entrepreneurial development, women are constrained

by a variety of socio-economic factors (Borkakoti and Barua 1998:111).

The nineteenth century can be said to be a significant milestone in the women's history. There were both socio-cultural and political movements which brought about the tremendous change in the status of women (Seth 2001: 38). During the post-independence period, 1975 came to be declared as the international year for women. A number of programmes have been launched in order to enhance the status of women (Chandra and Kajipet 1998:11). At the same time United Nations Industrial Development Organisation (UNIDO) declared 1975-85 as the decade of the women. United Nations organised international conference on the theme of the "Decade for Women" at Copenhagen in Denmark on 30<sup>th</sup> of June, 1980. The most important outcome of this global conference was the passing of a resolution aimed at promoting equal opportunities and equal treatment for women in the sphere of employment and equal opportunity for them in the field of non-traditional skills. In order to fulfill these goals, India organised its first ever National Conference for Women Entrepreneurs at New Delhi in November, 1981 (Badi and Badi 2005:59-60).

Women entrepreneurs in the earlier years after independence and upto 1970s were confined only to entrepreneurship in the traditional areas such as food, fruits, vegetables, pickles, papads, tailoring etc. Many a time women were pushed into these activities by their own family members. However, later in the 1980's and subsequently, women entrepreneurs have entered into several non-traditional areas such as engineering, nursery, education, beauty parlours, electricals, electronics, chemicals and other manufacturing areas. These women have expanded from the traditional three Ps-Pickles, Powder and Papads to modern three Es-Engineering, Electricals and Electronics. They have also entered into professional practices such as Doctors, Lawyers etc. (Basu 2000: 111).

The present empirical study has been carried out in the Aurangabad city of Marathwada region in Maharashtra. Aurangabad city is one of the most important cities with a rich historical background. Aurangabad city can Commonly be called as a base for a visit to the world heritage sites of Ajanta and Ellora. ([http: www. Indianetzone;a](http://www.Indianetzone.a)

com161 Aurangabad district. html). Aurangabad is divisional Capital of Marathwada region. The researcher has made an attempt to understand the development of women entrepreneurship in Aurangabad city of marathwada region.

### **The Concept of Entrepreneur:**

The word 'Entrepreneur' comes from the French word 'entrepreneur' which means to do something. It was originally used in the middle ages in the sense of a person who is active, who gets things done (Swedberg 2000). During the early 16<sup>th</sup> century, the Frenchmen who organized and led military expeditions were referred to as 'Entrepreneurs'. Around 1700 A.D. the term was used for Architects and Contractors of Public Works (Desai 2004). Kamala Singh, defined a woman entrepreneur as "Confident, Innovative, and creative woman capable of achieving self economic independence, individually or in collaboration, generates employment opportunities for others through initiating, establishing and running an enterprise by keeping pace with her personal, family and social life" (Singh 1992). In the present research work, the researcher defined women entrepreneur as, "a woman who is innovative, creative, who establishes her own business and provides some unique kind of services to the society, individually or in collaboration by generating employment to others."

### **Methodology:**

An in-depth empirical study of women entrepreneurs was conducted in Aurangabad City. The study was exploratory in nature. The universe for the present study constituted all the women entrepreneurs working in Aurangabad city from three sectors: Manufacturing, Trading and Service. No organised efforts were made earlier either on the part of the Government or on the part of the Non-Government Organisations to prepare an exhaustive lists of entrepreneurs in manufacturing and trading sectors from Aurangabad city.

The lists of women entrepreneurs from the manufacturing and trading sectors were not available at all from Aurangabad city. Therefore, the snow ball technique was employed to prepare the lists of actual women entrepreneurs in the manufacturing and trading sectors. The

lists of women entrepreneurs from service sector were collected from various government offices.

Total 50 women Entrepreneurs were working in manufacturing sector in the city. They were running the units in the field of Engineering, Food Products, Garment Manufacturing and Fancy Items. 45 women Entrepreneurs were involved in the trading activity such as Garment trading, ladies Accessories, Cosmetics and Novelty. Total 308 women Entrepreneurs were involved in service sector in the city and they were involved in the services such as beauty parlours, doctors, lawyers, school owners etc.

100 women entrepreneurs were actually selected as a sample for the present study (27 from manufacturing, 24 from trading and 49 from services, 100 from Aurangabad). Women entrepreneurs were actually selected as a sample for the present study by resorting to purposive sampling technique.

The extent of women Entrepreneurs working in Aurangabad City remained very less as compared to male Entrepreneurs. The extent in manufacturing and trading sector is very less as compared to service sector. Women are entering in the various fields of service sectors. It is in this context the present study was conducted to understand the development of women entrepreneurship in Aurangabad city.

### **Objectives:**

- i) To understand the socio-economic profile of women entrepreneurs in Aurangabad city.
- ii) To understand the conducive and inhibiting factors to the development of women entrepreneurship in Aurangabad city.

### **Observations:**

The emergence of women entrepreneurs in any society is influenced to a great extent by socio-cultural, religious and psychological attributes that characterise and shape the individuals. This means that an appropriate socio-cultural, socio-economic environment is a pre-requisite for industrial or economic growth of country.

It is in this context, the present study was conducted to understand the development of women entrepreneurship in Aurangabad city.

It is observed in a study that an overwhelming majority of the respondents were found to be married. The number of unmarried, divorced and widow women was found to be extremely insignificant. It is relatively more convenient for the married woman to enter the business activity than for the unmarried woman.

It is also revealed in a study that relatively a higher percentage of women respondents who are active in their business units are found to belong to the age group of 31 and above. It is because women are relatively free in this age- group.

It is observed in the study that emerging women entrepreneurs in Aurangabad appear to have emerged largely from the middle and upper classes. Thus, the phenomenon of the development of entrepreneurship appears to be positively associated with either the upper class or middle class families.

Caste / Community background also plays an important role in the socio-economic development of an individual. Some vital social factors continue to play an important role in one's entry into an entrepreneurship. Some social groups in the society tend to produce a large number of entrepreneurs, while some others do not produce them at all. In India one can see some castes or communities like Marwarees, Jains, Parsees and Gujaraties as business communities. An individual's development of personality largely depends upon his or her upbringing, religious or cultural ethics, caste or community ethics and so on.

It is revealed from the present study that the development of entrepreneurship is a phenomena which is still associated with the persons belonging to open caste category and traditional trading communities, while it is relatively less in case of OBCs and SC/ST/NT caste/categories.

The Entrepreneurial units which have been selected for the present study, were found to have been established between 1975 and 2009. It was observed from the study that development of women entrepreneurship in Aurangabad city was found to be very less till 1986. It is also observed that after 1986 the rate of development of women entrepreneurship increased to some extent and it is increased to a larger extent after the year 1995.

Two very pertinent observations can be made from the above data. First the phenomena of the emergence and development of women entrepreneurship is steadily gaining ground in relatively smaller city such as Aurangabad, It is not confined only to the metro cities in India.

Secondly, and overwhelming majority of the units can be seen to have emerged after 1985, very clearly indicating the impact of International Women's Decade and impact of changing Governmental Policies towards encouraging women entrepreneurship.

There are a number of factors that play an important role in determining women's entry into and the further development and promotion of women as entrepreneurs. The expanding educational opportunities for women is the most favourable / conducive factor during contemporary India for the women to start or enter into an independent business/ professional activity. Nowadays a number of women are taking higher education. Government has also provided various facilities for a girl child to improve her educational level. With the expansion of general education, traditional orthodox attitude to look at the women is changing. This has also certainly helped to change the outlook of the society and family members towards women. This is ultimately resulting in increased opportunities for women to enter into various economic activities. With this socio-economic condition of the society has also changed significantly. In the past, attitude towards independent working women was negative. However, with the increasing education, attitude of the family members and society also has changed. It has partially become a conducive factor for women to enter into an independent business activity.

All the varied Organizations and Government Departments have been offering incentives, facilities, concessions etc. with the sole objective of developing and promoting entrepreneurship among the women. Government is providing various facilities for the women to enter into entrepreneurship

In this fast changing world our Indian culture is also, gradually changing. It has become more consumeristic. Only husband's earning is not sufficient for maintaining family standard. As such in order to

maintain high standard of living of the family many women are increasingly getting opportunities for entering in the business / professional activities. These are the major conducive factors observed in a study for development of women entrepreneurship during the contemporary India.

To understand the self-perception of the respondents about the extent to which they possess the qualities required for the successful entrepreneur, nine such qualities were identified and listed by this researcher. They were Hard work, Knowledge about profession, Risk taking ability, Intelligence, Dedication to one's work, Positive attitude towards employees, Good decision power Leadership qualities and Good time management.

It is found in the study that the qualities such as hard work, Intelligence, Dedication to one's work, Positive attitude towards employees, Good decision making power, Leadership qualities, and Good Time Management are possessed by them to a "high" degree. The quality such as risk taking ability which the respondents believed that they possessed only to a "low" extent. In case of all the other qualities, the respondents were found to have judged themselves as possessing either to a "high" or "medium" extent.

In conclusion it can be said that in general except risk taking ability, in case of all the other qualities the respondents have perceived that they all have all those qualities required for becoming a successful entrepreneur either to "medium" or to "high" extent.

Generally women do not enter the business line or independent profession due to a number of obstacles in their way. Some such factors inhibiting the development of women entrepreneurship were identified in the present study. These factors are Burdon of family responsibilities, financial problems, low decision power, distrust shown about women's abilities, low mobility, low self confidence, lack of marketing knowledge, feeling of dependency etc. Due to such inhibiting factors very few women enter in independent business activities as compared to men.

### **Conclusions:**

A renowned women entrepreneurs in India such as Indra Nuyi, Shahnaz Husain, Kiran Show have reached at the top in their respective fields. Some women entrepreneurs in Aurangabad city such as Adishri Joshi, Usha Nagpal, Rohini Kachole, Sujata Patil have also achieved remarkable success in their respective business/profession. It is clear from the study that still socio-economic attributes are not favourable to women entrepreneurs to become as entrepreneur. The study clearly reveals that very few women have entered in non-traditional areas. This situation is different in metro cities of India. Metro cities like Delhi, Chennai etc number of women have entered in non-traditional activities of business/profession. It is only because of favourable socio-economic conditions to enter into independent business/professional activities. We can not find such kind of favourable condition for women in the regional city like Aurangabad. Therefore, it is an urgent need to change the socio-economic condition for the encouragement of women entrepreneurship in particular and economic development in general.

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