

---

## **Small Scale Industries Management by Women Entrepreneur: A Study With Reference To Kanpur**

**Alok Gupta**

*Assistant Professor, Department of financial Studies, VBS Purvanchal University, Jaunpur*

### **ABSTRACT**

*“If women is not economically and self earning, she will have to depend on her husband or someone else and her dependent are never free “these where idea of **the Pt. Jawaharlal Nehru**. Woman constitute the which leads to society and Nation ,therefore socio-economic development of woman is necessary for all economic development of any society as well for Nation . The general attitude of about entrepreneur that they are makers of pickles, papad, masala(spices) and other household work .But today non-traditional enterprises are easily managed by women and are done so excellently with as decision-makers .Women entering field of business faces numerous problems .When come to competition ,women has to fit same footing as men. Survival and growth come from individual competencies and skills not .from concessions given to women entrepreneurs .A women entrepreneur is regarded as a person who accepts challenging roles to quench her personality needs and to become economically independent both making suitable adjustments in family and society. Increase in women education ,industrialization ,urbanization, social and occupational mobility, the emergence of nuclear families ,westernization, politico-socio movements and change in value system have made the educated women take to certain careers.*

**Keywords:** women entrepreneur, socio-economic development, politico-socio movements etc

### **INTRODUCTION:**

“Entrepreneurship offers tremendous opportunities for women across the world by opening doors to greater self-sufficiency, self –esteem, and growth not for the women themselves, but also for their families and employees and women are changing the phase of business internationally; between one –quarter and one-third of world`s business are owned by women .As their numbers grow and as their business prosper ,they will change world does business”

### **OBJECTIVE OF THE STUDY:**

- To examine the growth of women entrepreneur in Kanpur.
- To analyse the profile of women entrepreneur and their enterprises in Kanpur
- To evaluate the factors motivating women entrepreneur in Kanpur
- To study the problem faced by women entrepreneur
- To analyse the opinion of women entrepreneurs in women entrepreneurship
- To offer suggestion on the finding of study

**METHODOLOGY:**

The study is based on primary and secondary data. Primary data is collected by a survey of 100 women entrepreneur in small scale industries in Kanpur. Secondary data is collected from books, journals, newspaper, periodicals, internet etc.

**RESEARCH PLAN FOR COLLECTING DATA:**

Data sources - Primary data and secondary data  
 Research approach - Survey  
 Research instrument - Questionnaire, interview  
 Sampling plan -Sample unit (women entrepreneurs)  
 Sample size - 100 respondents  
 Type of research -Descriptive type  
 Period of study -2012-2013

**WOMEN ENTREPRENEURS CLASSIFICATION ON THE BASIS OF ANNUAL INCOME OF THE FAMILY**

Women from lower income families feel difficulties in meeting out the basic needs of the family there want to support their family through employment and business.

S. No	Annual Income	No of Respondent	Percentage
1	Up to 1lks	48	48%
2	Rs 1-2ks	25	25%
3	Above 2lks	27	27%
	Total	100	100%

The table reveals that majority (48%)of the families of women entrepreneurs have only annual income up to 1lks .Families which having annual income between 1lks to 2lks and above 2lks amount to 25% and 27% respectively.

**WOMEN ENTREPRENEURS CLASSIFICATION ON THE BASIS OF AGE**

Women entrepreneur in small scale industries at Kanpur of different groups

S. No	AGE	No. of Respondent	Percentage
1	Up to 20 yrs	08	08%
2	20-30 yrs	58	58%
3	30-40 yrs	25	25%
4	Above 60yrs	09	09%
	Total	100	100%

Table reveals that 08% of respondent below 20 yrs of age .Those who are between 20 and 40 yrs of age and between 40 and 60% and 25% respectively. Women entrepreneur who are above 60yrs amount to 09%. About two–third of women entrepreneur are below 40yrs of age. This is due to the fact that they are free from family commitments at this age

**WOMEN ENTREPRENEURS CLASSIFICATION ON THE BASIS OF BUSINESS DECISION MAKING**

In the management of business success depend upon timely decisions .Women entrepreneurs in making decisions can adopt different modes depending on the situations

S.No	Decisions	No. Of Respondent	Percentage
1	Consulting Family Members	45	45%
2	Independent	35	35%
3	Consulting employee	12	12%
4	Professional advice	08	08%
	Total	100	100%

It learnt from the table that 35 % of respondents’ decisions are independent. Decision made by consulting family members and employee amount to 45 % and 12 % respectively. Professional advice considered in making decision is 0 8%.Majority of business decision taken with help of family members.

**WOMEN ENTREPRENEURS CLASSIFICATION ON THE BASIS OF MARITAL STATUS**

The research started with presupposition that marriage would affect women turning entrepreneur. But the research tells a different story.

S.No	Marital status	No. Of Respondent	Percentage
1	Married	68	68%
2	Unmarried	23	23%
3	Widow	07	07%
4	Divorcee	02	02%

Table data expresses that 68% women are married, which constitute that nearly two-third of the respondent are married. Rest of data shows that 02% and 07% women are widow and divorcee respectively. Remaining 23% are unmarried women.

**WOMEN ENTREPRENEURS CLASSIFICATION ON THE BASIS OF LITERACY LEVEL**

Women and men entrepreneur who are engaged in small scale industries need not have any specific educational qualification because entrepreneurship is not exclusive privilege of educated

S.No	Literacy Level	No. of Respondent	Percentage
1	Illiterate	05	05%
2	School Level	62	62%
3	College Level	26	26%
4	Technical	07	07%
	Total	100	100%

Inferred from the table 05% of sample respondent are illiterate , studied up to college level are 62%,those who are graduate and having technical knowledge are 26% and 07% respectively. Majority of women entrepreneur (62% ) have studied up to school level only.

### **WOMEN ENTREPRENEURS CLASSIFICATION ON THE BASIS OF TYPE OF FAMILY**

A woman in a joint family has many limitation and responsibility as compared to a woman of nuclear family, therefore a nuclear family woman has more time to spare and this encourages her to enter entrepreneurship

S.No	Family Type	No. Of Respondent	Percentage
1	Nuclear	65	65%
2	Joint	35	35%
	Total	100	100%

Two third(65%) of women entrepreneur of Kanpur are from nuclear family and 35% have come from joint family .Entrepreneurship requires full time devotion and dedication to their jobs ,which is possible only by women from nuclear families

### **WOMEN ENTREPRENEURS CLASSIFICATION ON THE BASIS OF EASE OF MARKETABILITY OF PRODUCTS**

Marketability of product depends upon quality of product, price market conditions, advertisement etc, manufacturing of the is highly sophisticated and not produced in bulk

S.No	Opinion	No. Of Respondent	Percentage
1	Easy	54	54%
2	No Easy	46	46%
	Total	100	100%

Table exhibits that according to the opinion 54% respondent it is easy to market their product and 48% feels it is not easy to sell their goods.

### **WOMEN ENTREPRENEURS CLASSIFICATION ON THE BASIS OF MOTIVATORS**

There are number persons in the life of a women entrepreneur who motivate them and support them in every endeavour

S.No	Motivators	No. Of Respondent	Percentage
1	Husband	33	33%
2	Self motivation	21	21%
3	Parents	18	18%
4	Other family members	13	13%
5	Friends	07	07%
6	Relatives	08	08%
	Total	100	100%

Table exhibits that 33% of women entrepreneur are being motivated by their husbands ,21% are self motivated .Women entrepreneur motivated by their parents ,family members and friends amounted to 18%,13%,07% .respectively, remaining 08% are motivated by relatives

### **WOMEN ENTREPRENEURS CLASSIFICATION ON THE BASIS OF MOTIVATING FACTORS**

Apart from the individual, the environmental factors also influence the women entrepreneur to start a business of their own .The factors motivating women entrepreneurs is listed in the table below ,the entrepreneur were asked to rank them in order of preference .

S.No	Motivating Factors	Ranks
1	To earn money	I
2	Economic independence	II
3	Urge to achieve	III
4	Unemployment	IV
5	Market potential	V
6	To be innovative and different	VI
7	Social status or prestige	VII
8	To use idle funds	VIII
9	Dissatisfaction with the existing job	IX

Table reveals that urge to earn money and economic independence has been ranked highest among the nine motivating factors, followed by others.

### **SUMMARY OF FINDINGS**

- Nearly two thirds of the women entrepreneurs (62%) have studied only upto school level.
- A majority of women entrepreneurs (48%) in Kanpur District have annual income rupees one lac only.
- More than two thirds of women entrepreneurs are below 40 years of age. This has been due to the fact they are free from family commitments at this age.
- Nearly two thirds of women entrepreneurs (65%) are married. Since wants are unlimited, a single earning member in family cannot fulfil the needs of family. Hence women have to supplement the income of the family to maintain the reasonable standard of living.
- According to the majority of women entrepreneurs (54%), it is easy to sell their products. This has been due to the fact that the quantity produced is less and can be sold locally.
- Nearly two third of women entrepreneurs (65%) are from nuclear families.
- Nearly one third of the women entrepreneurs (33%) has major support of husbands in running the business.

### **SUGGESTIONS:**

For further development of women entrepreneurs in small scale industries in Kanpur district the following suggestions are given:

1. Since most of the small scale Units is unregistered steps should be taken by the government of India to make it compulsory to register all small scale industries with respective District Industries centre.
2. More attention should be focused on unemployed graduates.
3. There should be reorientation of educational system for women.
4. There should be curriculum change alongwith proper carrier guidance in women educational institutions which will shape the girls students to become capable entrepreneurs in future.
5. Women entrepreneurs must keep themselves abreast of the latest developments in their respective fields by regularly attending the training programmes and reading relevant literature.
6. Parents of unmarried potential women entrepreneurs should prefer spending money on setting up business rather than giving preference to their marriage.
7. Society needs to change its negative attitude towards women entrepreneurs. Women should be judged based on merits instead of sex.
8. The government and other promotional agencies should take greater interest in marketing the products produced by women.
9. The government departments and public sector undertakings should be made to consider purchasing their requirements from enterprises owned by women.

#### **CONCLUSION:**

Women are more likely than men to admit when they do not know and ask for help. They are natural networkers and relationship builders, Forging powerful bonds and nurturing relationship with clients and employees alike. They are also more inclined to seek out mentors and develop supportive team in business; this translates into establishing report with clients and providing great customer service. This perhaps is the reason why many women tend to launch business that is client based or service-oriented. Globally women are enhancing, directing, and changing the phase of how business is done today. Ultimately, Female business owners must be recognized for who they are, what they do and how significantly they impact the world's global economy.

#### **REFERENCES:**

- i. Dhameja S. K(2002) Women Entrepreneur : Opportunities, Performance and Problem, Deep Publisher (P) Ltd ,New Delhi.
- ii. Gordan E. & Natrajan K.(2007) Entrepreneurship Development, Himalaya Publication House ,Second Revised Editions.
- iii. Sethi, Jyotsana, Women Entrepreneurship in India; Comment: A brief SDME,Vol21,No 4,1994
- iv. Shree Gowri V. Savadi: Women Entrepreneurs in India: Scope and Opportunities”, Southern Economist, August 15,2001
- v. Aldrich, H (1989) “Networking among Women Entrepreneurs”. In Women owned Business. Ed G. Hagan, and D. Sexton , New York, Prager, 103-32

- 
- vi. Berard ,J, & Brown, D (1994).Services to Women Entrepreneurs: The Western Canadian Case .Manitoba, Western Economic Diversification Canada
  - vii. Bales,K.(1999) Disposable people. Berkley: university of California Press.
  - viii. Raheem A .(2006),”Role of SHG”, Yojna Vol 50,No. 12
  - ix. Arora , R:and Sood, S. K.(2005),”Fundamentals of Entrepreneurship and Small Business ”
  - x. Baporikar, N.(2007) Entrepreneurship Development and & Project Management-Himalaya Publication House.
  - xi. Licunana, V (1992) .Women Entrepreneurs in Southeast Asia .Asian Institute of Management, Manila, Philippines.
  - xii. Research Dimension, Inc.(1999).Women Enterprise Development
  - xiii. Desai ,Vasant ,Problem and Prospects of Small Scale Industries, Himalaya Publishing House,Bombay,1983.
  - xiv. Naik, A.(1992) Development Programme for Women in Management .Study Report on Women in Management, Centre for Organization Development, Hyderabad,India.
  - xv. Nieder, L.(1987) “Preliminary Investigation of Female Entrepreneurs in Florida”. Journal of Small business Management,25(3),22-29.
  - xvi. Mishra, J.M., Harsh vardhan , K. And Mishra,V.(1986)”Women Managers in India and US :An Analysis Of Attitude, Myths and Skill (Part1)”Indian Management,25,(3),25-30.