

# An Analytical study of Women Entrepreneurship Development in Ujjain District

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**Abstract:**Entrepreneurship is a more suitable profession for women than regular employment in public and private sectors since they have to fulfill dual roles. Today Women have been noticeable changes in the social-cultural and economic norms of our society due to globalisation & liberalised policy of the government, increasing the Industrial, Self Employment and Professional levels of women. Women are risk-takers, innovators and researcher of various fields. They identify the basic needs of the enterprise and other factors. Ujjain is a developing city and it has grown in many aspects, including women entrepreneur. In this research paper we analyze the profile of women Entrepreneur which are worked in Industrial, Self Employment and Professional Field in Ujjain District .

**Keywords: Women Entrepreneurship development**

## **1.Introduction:**

Man and women are equal in status but are not identical. They are peerless pair being complementary to one another each helps the other, so that without the one, the existence of the other cannot be conceived and therefore, it follows as a necessary corollary from these facts that anything that will impair the status of either of them will involve the equal ruin of both. Due to changing environment, changing technology, improve social and economic condition and men income is not sufficient to the family. Women also need to work and earn income. Thus women resources are also to be exploited. Women need not seek job from others but also she can create one for herself. Indian government encourages women to go for self-employment. By becoming an entrepreneur, woman can be self-employed and provide employment to others also.

Women entrepreneur play an important role in all countries, especially in developing countries like India. The fifth round of national sample survey organisation (NSSO) in march 2000 defined women entrepreneur as “an owned and controlled by women having a minimum financial investment of 51% of the capital and giving at least 51% of the employment

generated in the enterprise to women.” but some time women entrepreneur phase more challenges & complex to starting & operating a industries, profession and self employment involves considerable risks& difficult.

## **2.Objective of the study:**

- To study the profile of women entrepreneur in Ujjain district
- To identify the women entrepreneur which are involved in Industrial field.
- To identify the women entrepreneur which are involved in self-employed field.
- To identify the women entrepreneur which are involved in professional field.

## **3.Scope of the study:**

This research paper is based on analyzing the growth of women entrepreneur units in Ujjain including Industrial, Self Employment and Professional Field .The factor influencing the growth of entrepreneurs and the role of women entrepreneurs in Ujjain.

## **4.Literature Review:**

This research work will specifically focus on a study of Entrepreneurship Development in Women's. In the following work:

A.M. MahaboobBasha- Women entrepreneurs are not only required motivation in the form of financial assistance, and government permissions and sanctions; they may require support from family members and life partners. The progress of the nation not only depends on men performance and also female. [1]Women Entrepreneurship “An era of transition” Dr. Satish Chand Sharma, VikasVerma, Dr.Surendra Kumar Now-a-days women enter not only in selected professions but also in professions like trade, industry and engineering. Women are also willing to take up business and contribute to the Nation's growth Women entrepreneurs are contribute significantly. A women entrepreneur has consistently registered a higher growth rate in their respective areas. Women entrepreneur encourage entrepreneurial development and dispersal of the industries throughout the length and breadth of the country. [2] MeenuGoyal , Jai prakash “Women entrepreneurship in India –problems and prospects” Efforts are being taken at the economy as brought promise of equality of opportunity in all spheres to the Indian women and laws guaranteed equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. At

this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women. [3]Dr. Sunil Deshpande, Ms SunitaSethi “Women entrepreneurship in india”

It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate, efforts are being taken at the economy as well as global level to enhance woman’s involvement in the enterprise sector.[4] Dr.S.Tarakeswara Rao, Prof.G.Tulasi Rao and Mr.M.P.Suri Ganesh “Women entrepreneurship in india (A case study in Andhra Pradesh) The main objective of the scheme is to improve the economic, health, educational and social status of rural women by providing them assistance and creating employment opportunities. To provide for care of the children of the workingwomen by providing an improved environment, care and food by establishing crèches / balwadis. The programme is implemented by the District Rural Development Agency (DRDA) at the district level. SHG is the only programme of its kind, which aims at empowering the rural poor women by inculcating entrepreneurial skill.[5].

ShabanaA. Memon(2012) “In the study entrepreneurship development in Kolhapur city” The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The glass ceilings are shattered and women are found to be indulged in every line of business from papad to power cables. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. It is high time that the country should rise to the challenge and create more support systems for encouraging more entrepreneurship amongst women.[6]Dr. Roshan Lal, Dr. H S Badrinarayan “The role of women entrepreneurs as a change agent in the society: A case study”.Empowering Women Entrepreneurs is essential for achieving the goals of sustainable development. The bottlenecks hindering the growth must be eradicated. Full participation of women as entrepreneurs in all kinds of suitable businesses should be encouraged. Proper training programmes should be initiated. Mentoring, News Letters, Trade Fairs / Exhibitions can be a useful source of entrepreneurial-development.[7]

### **5.Data Analysis of women entrepreneurin Field of Industrial, Self Employment and Professional:**

In this research paper the characteristics of the sample women entrepreneurs unit selected for study are described with the help of primary data collected through field investigation conducted in Ujjain.The profile of the entrepreneurs of the sample units in distributed in three

fields like Industrial, Self Employment and Professional. In though field sample of 108 women entrepreneur are taken. In each field 36 women entrepreneur are studied. It denotes the age, marital status, religion, community, educational qualification, type of family etc.

### 5.1 Age:

The age wise classification of entrepreneur of the sample women entrepreneur is presented in table 5.1

Table 5.1 Age wise classification of women entrepreneur

Age	Industrial field	Self employed field	Professional field	Total	Percentage
Below-30	5	5	8	18	17%
30-40	20	23	14	57	53%
40-50	9	8	14	31	29%
50 & above	2	-	-	2	1%
	36	36	36	108	100%

Source: primary data

Table 5.1 shows that 18 respondents belongs to the age groups of below 30 and 31 respondents belongs to the age group of 40-50. Only 2 (1%) respondents belongs to the age groups of above 50. The age of 30-40 as 57 respondents is response. While considering that the age group of 30-40 i.e. (53%) women entrepreneur are young, energetic, mature in age. They focused on their entrepreneurial work in Industrial, self-employed and professional field.

### 5.2 Marital status:

The following table consists of marital status of the women entrepreneur. This table provide three classifications of respondents such as married, unmarried and others including widows,

and divorces. It may also be concluded that many young and middle aged women have started their ventures as compared to above middle age group women. It shows the prosperity of women in the entrepreneurial field.

Table 5.2 Martial status wise classification of women entrepreneurs.

category	Industrial field	Self employed field	Professional field	Total	Percentage
Married	22	20	20	62	57%
Unmarried	9	10	11	30	28%
Other	5	6	5	16	15%
	36	36	36	108	100%

Source: primary data

Table 5.2 shows that 62 respondents have got married (57%) .30 respondents are unmarried and the rest of 16 respondents are widows,divorces. It may be concluded that more than half of the respondents are married which indicates that married women have more chance or more necessity to start their own ventures. It is to note that 16 respondents (15%) fall in other category. It shows that this type of women come out of sorrow and take their life as a challenge by starting their ventures.

### 5.3 Religion:

Table 5.3 show the classification of the respondent women entrepreneur by religion. It includes Hindu, Christians, muslims.

Table 5.3 Religions wise classification

Category	industrial field	Self-employed field	Professional field	Total	Percentage
Hindu	21	25	19	65	60%
Christian	8	7	12	27	25%
Muslim	7	4	5	16	15%
	36	36	36	108	100%

Source: Primary Data

Table 5.3 shows that 65 respondents women entrepreneur (60%) are hindu, 27 respondents (25%) are Christians and 16 respondents (15%) are muslims women. It represents the fact that muslim women have less independence as compared to hindu and Christian women. Most of the respondent are belongs to the hindu religions in it ( sikh, sindhi etc) women are included in it.

#### 5.4 Community:

Table 5.4 shows the classification of the respondent women entrepreneur by the castes. It included schedule caste, schedule tribe, other backward class and general.

Table 5.4 Community wise classification

Category	Industrial field	Self-employed field	Professional field	Total	Percentage
Schedule caste	3	6	9	18	17%
Schedule tribe	-	-	3	3	3%
Other backward class	11	14	10	35	32%
General	22	16	14	52	48%
	36	36	36	108	100%

Source: primary data

Table 5.4 shows that 52 respondents belong to general class (48%) ,35 respondents belong to OBC (32%) and 18 respondents belong to schedule caste (17%) and 03 respondents are belongs to schedule tribes (3%) . It shows that the majority of the women entrepreneur are in the class of general and other backward class and the women entrepreneur of SC and ST and not so aware of the ventures.



### 5.5 Educational qualification :

Education gives the knowledge and skill required to manage an enterprise . Detail about the educational qualification of the sample women entrepreneur are presented in table 5.5

Table 5.5 Classification wise Educational qualification

Category	Industrial field	Self-employed field	Professional field	Total	Percentage
Illiterate	5	1	-	6	5%
Upto 10	1	4	-	5	5%
Upto 12	9	5	-	14	13%
Graduate	11	10	3	24	22%
Post Graduate	7	15	12	34	31%
Higher Qualification & Other	3	1	21	25	24%
	36	36	36	108	100%

Source: primary data

Table 5.5 shows that 34 respondents(31%) have been post graduate, Out of 108respondents. 24 (22%) respondents are graduate and 25 respondent (24%) have highly qualified in their field. 14 respondents (13%) are upto 12<sup>th</sup> pass and 5 respondents (5%) are upto 10<sup>th</sup> pass . And 6 respondents (5%) are illiterate, it may be concluded that a majority the respondents have educated upto graduation and post graduation and highly qualified.

**5.6 Type of family:** Type of family is either, nuclear, joint family are presented in this table:

Table 5.6Classification wise type of family

Category	Industrial field	Self-employed field	Professional field	Total	Percentage
Joint family	15	19	18	52	48%
nuclear family	21	17	18	56	52%
	36	36	36	108	100%

Source: primary data

It is observed from table5.6 that 56 respondents (52%) belongs to nuclear family. This shows that women entrepreneur belong to nuclear family type have more access to run the business and rest 52 respondents belongs to joint family which is (48%).

## **6. CONTRIBUTION OF WOMEN ENTREPRENEUR IN UJJAIN DISTRICT IN INDUSTRIAL, SELF EMPLOYMENT AND PROFESSIONAL FIELDS:**

**6.1 Industrial field:** Industry is the production of goods or related services within an economy. The major source of revenue of a group or company is the indicator of its relevant industry. When a large group has multiple source of revenue generation. it is considered to be working in different industries. Manufacturing industry became a key sector of production and labour.

Industries can be classified in a variety of ways. At the top level industry is often classified according to the three- sector theory into sectors: primary (extractive), secondary (manufacturing), and tertiary (services). Overtimes, the fraction of a society industry within each sector changes.. In this study researcher can take four different industry because in Ujjain women entrepreneurs is involved pickle and papad industry, mehendi&bendi , flour-mill, incense –stick, dona-pattel.

Table 6.1 Analysis of women entrepreneur in field of industries

Category	Number of entrepreneur	Percentage
Pickle & papad	06	17%
Mehendi&bendi	07	19%
Flour-mill	04	11%
Incense-stick	16	45%
Dona-patel	03	8%
Total	36	100%

Source: primary data

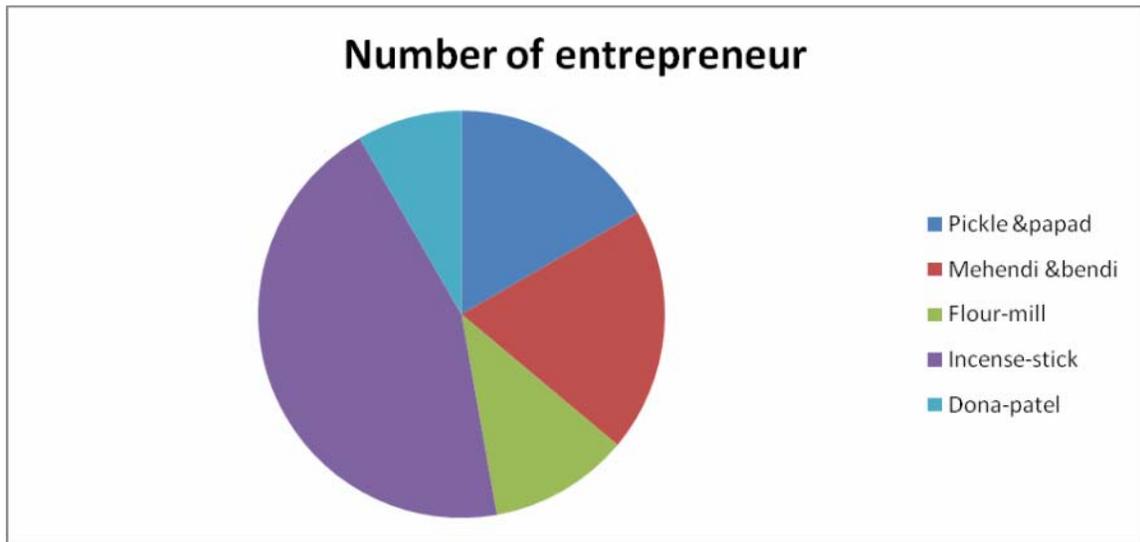


Figure 6.1

Above figure 6.1 shows that in Ujjain women entrepreneur are also work in the field of industry but this industry are micro or small in size. Out of the 36 women 16 are involved in incense-stick making and some women employees are also work with them and then 7 respondents out of 36 are run mehndi and bendi industry. Such types of industry are small and micro in size. In this industry they give work to the women employees and make various types of mehendi like ( mayuri heena diy, herbal mhendi )etc and some respondents also making bendi like (fensi bendi, simple bendi, bridal bendi) etc. And than 6 respondents out of 36 are involved in making of pickle and papad industry in which they make various types of pickles like (mango, lemon, chilli, khajur) etc and various types of papad also. And 04 respondents are involved in flour mill industry and 03 women are involved in making of dona patel micro industry. So it is concluded that most of the women entrepreneur are involved in incense- stick making (aggarbatti).

## **6.2self employment field:**

Self-employment is the process of starting and running one's own business to earn money or to create wealth. It is independently carrying or performing an economic activity. It is freely organizing and combining one's own resources of production into a productive entity. Self-employment is a function of doing and productive job independently at our own risk. It is not serving under somebody. Self-employed person has full freedom to govern his own business. He or she undertakes or establishes his or her own enterprises. The skill of entrepreneurship is required to be self-employed. Such a person accepts risk, has an ability to organise and desire to meet the needs of society. Thus, self-employment is a way to launch any economic venture under one's choice, control, direction, freedom and risk. This is an entrepreneurial way of life and to earn one's livelihood. They have the quality of creativity, risk taking, innovation and passion. Self-employed women lead the way to economic development of the country. They have the skill of transforming creative ideas into commercially, viable businesses. They require more than merely luck and money. Generally a self-employed person is free from all government regulation. He or she concentrates on business activities with undivided attention. They enjoy the challenges of running a business. They like to know how they are doing and are constantly looking for feedback. "They love being an entrepreneur." A self-employed woman is more energetic than the averages person long hours and hour and hard work are the rule rather than the exception, and the pace can be gruelling. He has future orientation. She has a well- defined sense of searching for opportunities. She looks ahead. She is not satisfied to sit back. "Real entrepreneur stay focused on the future", self-employment and entrepreneurship are the most powerful economic forces. Today the whole world is passing through the "entrepreneurship revolution". It has captured our thinking and imagination during the last few decades and has now entered into every field of business. We have a long generation of "business builder". In

this study researcher can take four different field of self –employment because in Ujjain women entrepreneurs are mainly involved in beauty parlour, trainer of vehicle, boutiques, interior designer and five field is other in which different work are included which is done by women entrepreneur of Ujjain.

Table 6.2 Analysis of women entrepreneur in variousself employment fields

Category	Number of entrepreneur	Percentage
Beauty parlour	20	56%
Trainer of vehicle	02	6%
Boutiques	05	14%
Interior designer	02	6%
Other	07	19%
Total	36	100%

Source: primary data

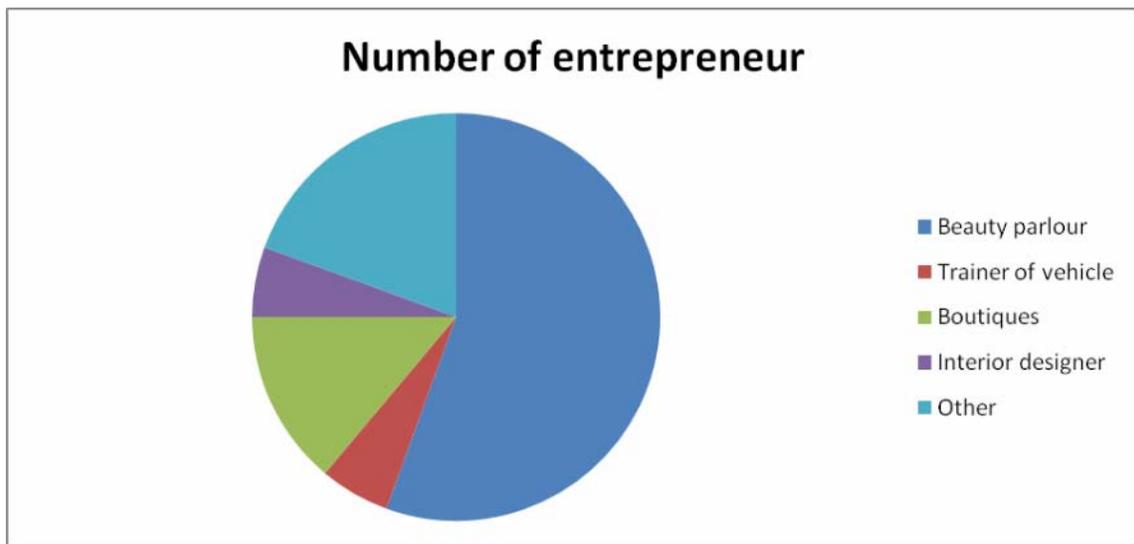


Figure 6.2

Figure 6.2 shows that in self-employment field many works can done like interior designer, beauty parlour, fashion designer, trainer of vehicle, boutiques and in other (cooking class, art classes, toy maker)etc. But in all, researchers take few fields for the help of survey. In Ujjain women entrepreneur take part in all that work. Out of 36, 20 which is maximum respondent are work as beauticians. In general, a beautician is an individual who works in a salon. Usually as a hair stylist, sometimes they provide many types of beauty and personal care services and other application.

Women entrepreneur also work as a trainer of vehicle, they trained the women who want to drive the cars, scooters etc. These types of entrepreneur are expert in their field and they trained the women to drive the vehicles. Out of 36, 02 women are trainer of vehicle in Ujjain.

And out of 36, 05 women entrepreneur are have boutiques in Ujjain. Boutiques can build own brand and sell their creation online or boutiques. There are plenty of different niches in the industry. So designer can find a way to stand out. Plenty of designer of women entrepreneur have reached huge success. Being an interior designer involves planning and designing spaces for individual and commercial clients. 02 women respondent are engaged in the work of interior designer. For a self-employed women, this means building up a client & portfolio. And in last out of 36, 07 women respondents are involved in other self- employed work. In other researcher takes cooking and art classes, toy maker, clay art etc.

### **6.3 Professional field:**

A professional is a member of a profession or any person who earns their living from a specified professional activity. The term also describes the standards of education and training that prepare member of the profession with the particular knowledge and skills necessary to perform their specific role within that profession. In addition, most professionals are subjects to strict codes of conduct, enshrining rigorous ethical and moral obligation. Professional standards of practice and ethics for a particular field are typically agreed upon and maintained through widely recognised professional associations. Some important aspect of public interest and the general good of society. In some cultures, the term as shorthand to describes a particular social stratum of well- educated workers, who enjoy considerable work autonomy and who are commonly engaged in creative and intectually challenging work professional women tends to be autonomous, which means they have high degree of control of their own affairs. “Professional are autonomous in so far as they can make independent

judgement about their work”. This usually means “the freedom to exercises their professional judgement”.

Professional women entrepreneur is collaboration liked minded women, breaking barriers and setting new heights. A profession arises when any trade or occupation transforms itself through “the development of formal qualification based upon education, apprenticeship, and examination, the emergence of regulatory bodies with power to admit and discipline members, and some degree of monopoly rights. A profession is a vocation founded upon specialised educational training, the purpose of which is to supply disinterested objective counsel and service to others, for a direct and definite compensation, wholly apart from expectation of other business gain.

Professional women have a power. This power is used to control it own members and also its area of expertise and interests. Professionals can act as monopolist. A professional is characterized by the power and high prestige it has in society as a whole. It is the power and value that society confers upon a profession that more clearly defines it. The power of professions has led to them being referred to as conspiracies against the laity. Some women entrepreneur professional are: professors, accountant, engineers, lawyers, social workers, police officer, chartered accountant, vocational classes etc.Under the professional various fields may be taken, but researcher can take five different fields which women entrepreneurs are involved in Ujjain.

Table 6.2 Analysis of women entrepreneur in various professional field

Category	Number of women entrepreneur	Percentage
Vocational classes	21	59%
Doctor	05	14%
Accountant	04	11%
Lawyer	03	8%
Other	03	8%
Total	36	100%

Source: primary data

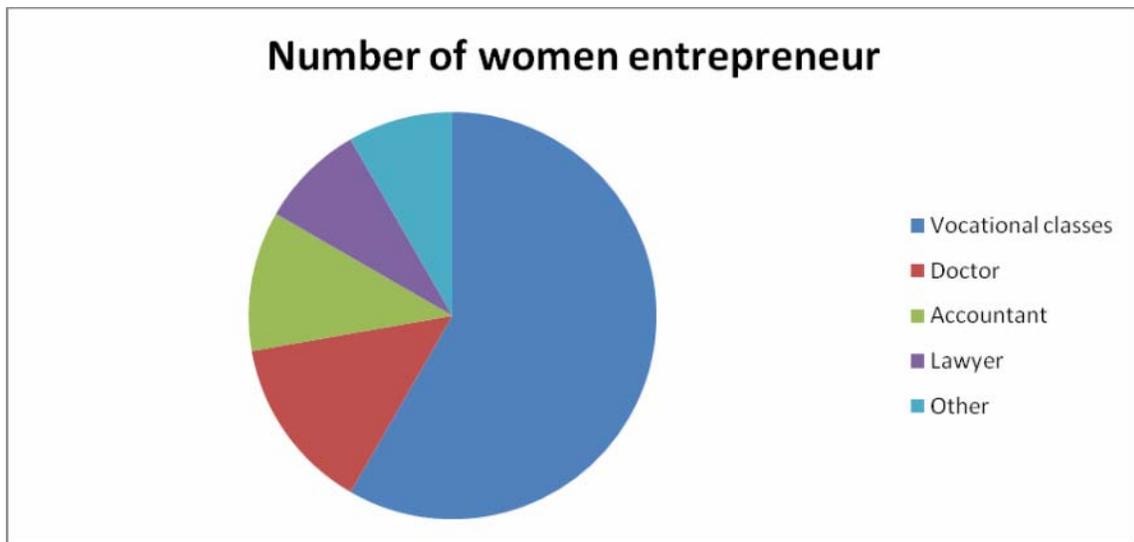


Figure 6.3

This figure 6.3 shows that out of 36,21 women respondents are work in a vocational classes profession like, dance classes, subject related coaching classes, painting classes, cooking classes, art and craft classes, various computer classes : computer courses like computer language, networking , animation courses, English spoken classes, writing skill classes etc. Women are more expert in artistic works as compared to men keeping in mind, the current

trend and modern tendencies, women entrepreneur can establish and run the profession successfully. 05 women respondent are work as a doctor. They serve their services to the patient. They know their responsibility about their work.04 women respondent are works as an accountant. They work as an accountant in the offices, to maintain the record of financial transaction of the enterprises in order to help it run efficiently. Out of 36, 03 women respondent are also work as a lawyer, they work as an advisor and counsellor to the clients you represent. The jobs of women lawyer would include counselling clients about legal options and representing them in criminal or civil courts proceedings. 03 women respondents are work as other professional like engineers, police officers, nurses etc. It is concluded that women entrepreneur are engaged in many profession which is shown in the table.

## **7. Conclusion:**

Entrepreneurship elevates the socio-economic status of women. The basic requirement is, a sense of clear entrepreneurial attitude. The information tips to choose an activity is a major boost for the development of women Entrepreneurship. Entrepreneurship among women, no doubt improves the performance and growth of the nation in general and of the family in particular. Women being the vital gender of the overall population have great capacity and potential to be the contributor in the overall economic development of any nation. Present Women are more willing to take up entire activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Developing countries are definitely in dire need to encourage women entrepreneurship as women workforce is promptly available to exploit the unexplored dimensions of various sectors of works. Developed nations should primarily focus on entrepreneurial educational programs in order to develop women entrepreneurs.



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