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A Study of Women Entrepreneurship in Kanpur District

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Abstract

The relative proportion of women among total female entrepreneurs in India is one tenth. Kanpur is a large part of the Uttar Pradesh female population. The socio-economic characteristics of respondents now show that women's participation in education and training in social awareness has increased. Women entrepreneurs will promote the transfer of services in the commercial and industrial sectors. And it plays a positive role in the economy. Today, the development of women entrepreneurs in the region is not afraid, and can be encouraging and optimistic.

Keywords: *enterprising, socio-economic, disadvantaged women, financial support.*

Introduction

In recent years, the study of women entrepreneurship has experienced great growth, gaining a broad consensus among academics and contributing above all to understanding all those factors that explain the difficulty of women in undertaking an entrepreneurial career. Female entrepreneurs represent the fastest growing category of entrepreneurship worldwide and have received, especially in recent years, the attention of many academics.

According to the emerging literature, women can make a significant contribution to entrepreneurial activity and economic development in terms of creating new jobs and increasing the gross domestic product (GDP), with positive impacts on reducing poverty and social exclusion. The percentage of women who decide to pursue an entrepreneurial career is, however, lower than that of men, and this difference is greater as the level of development of the country increases (1).

However, among countries with similar economic conditions, this difference continues to exist between men and women when it comes to starting a business, which has led to calls to further expand the scope of explanatory factors. Women-owned firms are still in the minority, and the hurdles faced by women who have embraced entrepreneurship are vast and often very

different than those experienced by their male counterparts. To shed light on some of these disparities, we have come up with a survey to analyze the gender gap as well as finding a statistical overview of the hurdles and problems faced by the women to pave their way to esteemed positions.

The hidden business potentials of women have been increasing with the growing sensitivity to the role and economic status within the society. The knowledge, ability and compliance in business are the core reasons for women to come forward into business ventures. Women entrepreneurs engage in business as a result of push and pull factors that provide confidence to women to have a self-sustaining occupation and stand on their feet.

The study has the following objectives:

1. Business people involved with Kanpur investigate the nature and nature of business activities.
2. Governments need financial and other attitudes to help them discover.
3. Go to institutional and business level limitations.
4. Suggested areas of the plan for the development of neighboring entrepreneurship (4).

Research Field

This study was conducted in the Kanpur area. One respondent chose the interviewee's attempt through a well-structured questionnaire. Only 200 women entrepreneurs responded to 250 people. The study is based on information collected from 200 women entrepreneurs. Socio-economic characteristics of the sample selected by the table.

Figure 1: Classification of industry respondents.

Activities	No. of Units	Percentage
Trade	56	28
Service	74	37
Industry	70	35
Total	200	100

Table 1 shows that 28% of female entrepreneurs are engaged in the commercial sector and 37% of female business people are involved. In service sector, 35% of women entrepreneurs participate. This represents a large number of female entrepreneurs. In Kanpur, local women are improving tactics and convenience in the service sector. Therefore, economists can go to the service sector if they find a safe sector when compared to the enterprise.

Social and personal profile of sample entrepreneurs.

In this study, there was an attempt to collect data on the social and economic background of female entrepreneurs.

Table 2: Women Entrepreneurship according to their social group

Social Group	No. of Entrepreneurs	Percentage
Scheduled Castes	45	22.5
Scheduled Tribes	10	5
Other Backward Classes	35	17.5
General	110	55
Total	200	100

Source: on the basis of the Questionnaire

45% (22%) of female entrepreneurs selected in Table 2, 10% (5%) of scheduled shelves, and the remaining classes are backed by 110 (55%) in the scheduled career of 35 patients 17.5% General categories that you know more generally show categories. Thus, women who classify the general sector should be able to tell trends and aptitudes about entrepreneurship (5).

Status of female entrepreneurs before entry into occupation / trade / industry

Efforts have been made to understand the status of female entrepreneurs in their present duties. They are employed or unemployed in the United States. Information on the status of female entrepreneurs is shown in Table 3.

Table 3: Status of respondents before coming in present occupation/trade/industry.

	Details	Number	Percentage
A	Employed	50	25
	In Job	25	
	In Fathers Occupation	15	
	In Husbands Profession	10	
B	Unemployed	150	75

Table 3 shows women who hired 75% (150%) of women and only 25% (50%) hired women before they were unemployed. 25 of them were employed women, 15 were involved in the father's business, and 10 were involved in the husband's business. In the table before the current job is unemployed, the maximum number of women is unemployed. Many women, new companies in unemployment have been established. This table represents the maximum number of women in some types of employment, which means the majority of education. Female entrepreneurship and composition analysis shows the female entrepreneurship ratios in the Kanpur region (6).

Table 4: Age-wise Distribution of Sample Entrepreneurs Respondents.

Age group (year)	Number	Percentage
Below 25 years	15	7.525
25-40	83	41.5
40-55	81	40.5
Above 55	21	10.5
Total	200	100

Source: on the basis of the Questionnaire

As can be seen in Table 4 The largest female entrepreneur (41.5%) among women entrepreneurs aged 25 to 40 is 81% (40.5%) of the total female workers between the ages of 40 and 55. Women in the 55 and older group are 25 (7.5%) and 21 (10.5%) female entrepreneur retirees under 21 years of age. In fact, women are becoming more and more responsible for their families than men. They have been engaged in entrepreneurship for a long time. According to the survey, up to 133 women started business after marriage. Some of these women enter this field after age 35, partially lifting responsibility or raising children (8).

Table 5: Magnitudes of Help Sought from Agencies.

Level of contact	Number of women	%age
Always	8	4
Sometimes	104	52
Never	88	44
Total	200	100

Source: On the basis of the Questionnaire

According to the data presented in Table 6, 56% of economic women requesting assistance can access the SSIDC for substance classifications. About 14% of women in the Kanpur district wanted to promote the commercialization of their products, and 86% wanted to ask for help in developing the storyline. According to the data, most female entrepreneurs do not show institutional resources.

Economic women in the Kanpur District reported two main reasons for the withdrawal. First, many business people are unaware of the agency, and many respondents can access it because of the adverse reaction to the promotion process and part of the administration that is suspicious. Other studies have reported on the appropriate approach and difficulty of women entrepreneurs facing bribery (11).

Capital is an important factor in entrepreneurial development. It is collected by entrepreneurs through various sources. Below is the data presented in Table 7, collected from women entrepreneurs in relation to capital investments from other sources.

In the analysis in Table 7, the following table shows that only 115 (57.5%) of the female entrepreneurs are provided with sources of capital costs. Twenty-two of them (19.13%) invested 45 (39%) of savings, capital is the capital of female entrepreneurs, 11 (9.56%) entrepreneurs, including parents, The government carried out the plan. 65 (32.5%), businesswomen 17 (26.15%) and women entrepreneurs managed capital from two sources, either savings or their families. 0.09 (13.8%), the businessman received a loan from a friend or relative in savings. Along with Savings 16 (24.16%), women entrepreneurs made loans from banks under other schemes. 07 (10.75%), a businessman took it with the help of a family who received a friend's loan.

16 (24.65%), the businessman invested money in the family financed or financed. 20 (10%) Women businesses managed their capital through three sources: saving their families and providing human and financial support to banks (12).

While women entrepreneurs generally have many problems in that they have their own career, the most common difficulties that 65.66% of women have found are difficulty traveling to distant places, People's perception of women lives and affect their travels. About 26% of women businesses had their own business because of the difficulty they had to fulfill their family responsibilities together(13).

Table 7: Sources of Obtaining Capital.

S.No.	Details	Number	%age
A. Through One Source			
1	Personal Saving	22	19.13
2	Financial Help rendered by the members of the family	45	39.14
3	Loans taken from friends or relatives		
4	Loans from Banks	11	09.56
5	Other Sources	37	32.17
	Total(A)	115	100
B. According to two Sources			
1	Personal Saving + Financial help rendered by the members of the family		26.15
2	Personal Saving + Loan taken from friends or relatives	09	13.8
3	Personal Saving + Loans from Bank	16	24.65
4	Financial help rendered by the members of the family +Loans from friends	07	10.75
5	Financial help rendered by the members of the family + Loans from Banks	16	24.65
	Total(B)	65	100
C. According to Three Sources			
1	Personal Saving+ Financial help rendered by the members of the family + Loans from Bank	20	100
	Total(C)	20	100
	Total(A + B + C)	200	100

Source: On the basis of the Questionnaire

Table 8: Difficulties Faced by Women Entrepreneurs in Running the Business.

Difficulties	No. In Percentage
Travelling for business purposes	65.66
Managing the house hold responsibilities	26
Any other	8.34

Source: on the basis of the Questionnaire

Suggestions

The development of women entrepreneurship in the Kanpur region is limited, but the development possibilities are sufficient. The profitability of this program can be increased by increasing the pace of development of female entrepreneurship.

The following suggestions are given in this context:

1. Business programs should be initiated individually according to the needs and resources of local rural and urban areas. You must publish and publish this program. This entrepreneurial spirit is developed in rural villages based on local needs, resources and the availability of local arts, technology and technology. This helps prevent the tendency of people in employment cities (14).
2. Existing entrepreneurship for women must meet the conditions of the program again. For example, you need to relax the conditional configuration and add devices that the operator can do.
1. Women will increase the number of approved loans to expand their units to more people (15).
2. The existing entrepreneurship program should be changed according to the needs of the people.
Most of the day is practical because of the need for time because most programs are inactive and do not work. Entrepreneurs are not satisfied with income.
3. New programs related to entrepreneurship programs should be initiated according to the needs of the people and resources in the area. These programs should of course be open to the public. The Women Entrepreneur Program should be included in the graduate level textbook.
4. After graduation, you must establish a career center and a company-centered center. Seminars or other programs, stimulating and encouraging, mentally motivated students to become entrepreneurs or employees to start. Exhibitions and workshops should be organized and women's participation should encourage such counseling programs.
5. Enhance the value of the Women Entrepreneurship program. It is necessary to identify and remove women's business development issues. The various agencies involved in the implementation of the Women Entrepreneurship Development Program will be sensitive and useful to women's issues.

6. Women must be established from a business perspective in order to motivate women and encourage them to be successful entrepreneurs. This center becomes the address of women in the selection, construction and management of enterprises. This angle will lead to a better understanding among women. But it is not an understanding of the entrepreneurial spirit of women and other institutions. Women are not disappointed with the message that they do not have to run on the pillar because they need to be able to get all the information from the office.
7. We owe it to the attention and recognition of successful business people. Your experience should be used to encourage other women. Entrepreneurship and products produced by them should be increased to solve the best businessmen in the seminar or radio and television and should be called.
8. The usefulness of this program increases with the start of the training program for entrepreneurship. Women who receive this training should prepare the project and provide information on career options.
9. Businesspeople have been encouraged to improve their moral and risk abilities to provide money, raw materials, machinery and marketing.

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