

A CASE STUDY OF INDIAN CULTURE AND WOMEN ENTREPRENEURSHIP IN DEHRADUN

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The entrepreneurship used to be considered as the man dominating ground when they used to play a significant role in the growth of economy of nation. But not women has marked her presence in each and every field of business like Kiran Majumdar chairman and MD of BIOCON Ltd, Farah khan and Ekta Kapoor in the field of direction and entertainment, Radhika Roy chairman and MD of NDTV and Shahnaz Hussein chairperson of shehnaz hussain products and Ritu kumar as a chairperson of Ritu wears. All these women are the examples, who has proved their metal in the field which was man dominated earlier. The Moto of the study is to motivate women entrepreneurship in India which was not so easy in India, where women was not allowed to go out of her home. To change the mindset of the society by providing that women contribution in the economic growth and development of the family, Society and nation at large. The study reveals the challenges the women entrepreneurs faces in Indian society like family support society and other factors, which makes her journey more challenging then the men counter parts. Now the women have proved themselves in the global front for their remarkable contribution in strengthening the nation's economy.

Key words:- Women Entrepreneur, Challenges, Women Contribution, Economy.

INTRODUCTION-

As discussed that entrepreneurship is always being a male dominated field. But now even women are trying their hands in this field . but women entrepreneurs face a lot of challenges in this field which are following.

1. Societal, cultural and traditional challenges.
2. Poor mentorship and training
3. Corruption in the political and legal department
4. Poor government adds to encourage women entrepreneurs.
5. Purely man dominating fields.

Societal, cultural and traditional challenges:-In Indian society, it is believe that entrepreneurship is a rough battle field made for men only. Women have no place there as they are believed to take care of her home, Children, kitchen. A woman is given less freedom from their family side to take such risk like other men entrepreneurs.

But as women are now getting bolder and having more exposure, they are not trying their hand in the field like education, health and fitness assistances, entertainment and recreation fields.

Poor mentorship and training:-Rural and semi-urban women's has no opportunity or any means of training and to educate themselves that how to run a business that's why we see very few women entrepreneur in India. Only the government intervene can help women to be a successful entrepreneurs.

Corruption in the political and legal department:- The another biggest challenge for the women entrepreneurs are that in every government sector and legal department, bribe is an open secret, which men can deal very smartly and easily then women like getting renewal of license, getting the electricity connection, and the NOC for fire and pollution in all these fields. Huge bribe is taken by the officials in which women has faced difficulties in dealing with.

CONTEXT OF STUDY

As per the report of catalyst women constitute 48.1% of the population of India and they hold just 3% of legislative, management, and senior official's positions. In fact, the liberalization and globalization of the economy has marginalized the majority of women in India as they are being excluded from the modernized production due to lack of education and training. Efforts are underway by both the government as well as the NGO's to focus on women empowerment and bring them within the purview of the mainstream process of the development process. The Women's organizations are also focusing on women centric activities. NGO's such as SEWA (self employed women's education) in Ahmadabad, WWF (working women's forum) in Chennai, CWDS (centre for women's development studies) in Delhi etc. have done commendable work in these directions. But so far very little attention has been given to the development of women entrepreneurship in Dehradun region.

OBJECTIVE OF THE STUDY-

The main objectives of the present research study are

1. To explore the awareness and usage of government schemes and policies as used by women entrepreneurs in the city of Dehradun.
2. To identify the factor that motivates the self financed women entrepreneurs.
3. To highlight the major constraints faced by these women entrepreneurs.

LITERATURE REVIEW-

The economic development of a nation will be lop-sided without involving women who constitutes half the world population (S. Santha, 2008). Speaking on the same lines, Sanjay Tiwari and Anjusha Tiwari (2007) commented that women are the real builders and boulders of the nation's destiny. An interesting international study by Hackler, Harpel and Mayer (2008) was performed to find the relationship between elements of human capital and self employment among women. The analysis which was based on data from the current population survey (CPS) and Annual Social and Economic Supplements from 1994 to 2006 revealed that the participation level of self employed women are found to be less than of self-employed men in industries like communication, transportation, wholesale trade and construction.

The study made by the Tambunam (2009) on women entrepreneurs in small and medium enterprises in Asian Developing Countries revealed that less women enter in to entrepreneurship in South Asian Countries due to factors like low level of education, lack of capital and cultural or religious constraints.

Singh (2008) has conducted a survey to identify the reasons which influence Indian women to enter in to entrepreneurship. He suggested that the primary obstacles in the growth of women entrepreneurship are lack of interaction with successful entrepreneurs and low priority given by bankers to provide loan to women entrepreneurs.

METHODOLOGY

The research is based on both primary and secondary data. It's exploratory and descriptive in nature. The secondary data was collected from review of past researches. Apart from that secondary data was also collected from journals, newspapers, internet, unpublished PhD thesis etc. the primary data was collected through survey method. The survey was conducted on the basis of Proportionate stratified random sampling method. For developing sample design, totally 112 women entrepreneurs were selected for this study.

Background Information: Dehradun is one of the oldest cities of India and is recently declared as the Provisional Capital of newly created Uttarakhand (Now Uttarakhand) State in the month of Nov'2000. , population of Dehradun in 2011 was 578,420 male and female are 303,411 and 275,009 respectively. The sex ratio of the city is 906 per 1000 males

The number of literates in Dehradun city is 463,791, of which 251,832 are males and 211,959 are females.^[1] Average literacy rate of Dehradun city is 89.32 percent, whereas male literacy and female literacy rates are 92.65 and 85.66 percent, respectively

Dehradun has always been an important center for Garhwal a ruler which was captured by the British. The headquarters of many National Institutes and Organizations like ONGC, Survey Of India, Forest Research Institute, Indian Institute of Petroleum etc are located in the city. Some of the premier educational and Training Institutes like Indian Military Academy, RIMC (Rashtriya Indian Military College), Indira Gandhi National Forest Academy (IGNFA), Lal Bahadur Shastri National Academy of Administration (LBSNAA) etc are also there in Dehradun. It is a favored tourist destination as it attracts tourists, pilgrims and enthusiasts from various walks of life to its serene environs. Add to this the abundance of special Basmati rice, tea and leechi gardens which contribute in turning the city into a paradise

STUDY PARTICIPANTS-

Out of the 112 women entrepreneurs, 11 women were selected on the basis of the various business profile they have chosen. The women who participated in this study ranged in age from 30 to 65 years. All the participants have chosen to set up their business in the area which was their hobby or area of interesting and almost none of them have worked in any company earlier.

The following are the areas of business chosen by the women entrepreneurs of Dehradun region.

Running boutiques, running Beauty Parlor /salons, trading clothes, manufacturing eatables/snacks and trading, manufacturing cables, running coaching classes, running gymnasium, making ceramic articles and trading, trading gift articles, jewellery designing and trading, running printing press and running Ayurvedic treatment centre.

STUDY DESIGN-

Phenomenological approach was selected for this study to understand the experiences of those women entrepreneurs of Dehradun region who have opted for entrepreneurship to pursue their field of passion from their own perspectives (Miller & Salkind 2002). The site of this study is the second capital city of Uttarakhand, urban Dehradun. Dehradun was selected as accessible sources using purposive sampling. Data was collected by the semi-structured interview format comprising of both closed ended questions. The interviews were conducted personally and were both audio taped as well as videotaped. The audio tapes as well as the video tapes capturing the participant's exact words contributed to the authenticity and credibility of the research.

DATA ANALYSIS-

After conducting the interviews, the interviews were transcribed from the audio-tapes to electronic format. Data analysis was conducted using Willing (2001) four stage of phenomenological analysis. As an initial encounter with the interview scripts, the interviews were read several times. A wide ranging of unfocused notes was produced.

Out of 218 respondents, 10% belonged to backward community regarding the marital status 90% are married, 95% have the bachelor's degree and regarding the family type, 80% of the women entrepreneurs are from nuclear family type, 95% of the women entrepreneurs are 1st generation entrepreneurs, 70% of the respondents received their family members support 70% of the respondents are running service units, 90% invested both own and credit funds and 20% of the respondents receive subsidy from the government.

The second stage of analysis involved identifying and labeling the emerging themes, both sub-ordinate and core themes, these themes captured some recurring patterns cutting across the data. Identified themes were coded according to the essence of what was found in the text. Summary tables of the themes were generated. Ultimately four major themes emerged from the data. Those four themes were (1) factors responsible for hindrance (2) factors that motivated them for entrepreneurship (3) the agencies that financed them (4) the agencies that train them.

The table below illustrates master themes and sub-themes that emerged from the narratives.

Table 1: Themes and sub themes

Master themes	Sub themes
1. Factors that motivated women for entrepreneurship	<ul style="list-style-type: none"> i. Desire to be independent to support the family ii. To prove oneself iii. To utilize one's skills iv. Carry on the family business v. To have a better status in the society
2. Factors that pose as constraints for women entrepreneurship	<ul style="list-style-type: none"> i. Support from family members ii. Social attitude iii. Finance iv. Utility of technology v. Scarcity of raw material vi. Transportation vii. Lack of motivational factors
3. Sources of income	<ul style="list-style-type: none"> i. Bank loan money lenders ii. From friends

	iii. Self-finance any other
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FINDINGS-

The results reported in this section are based on a partial analysis of the interview transcripts. Quotations used are taken from some of the participants detailed. Only a few quotations are presented to highlight the emerging themes. The findings of the survey can summarize in the following paragraphs.

FACTORS MOTIVATING FOR ENTREPRENEURSHIP-

The participants believed that support from husband was very important to start any kind of entrepreneurship. There was consensus that without a supportive husband you can't do it. The above study clearly shows desire to prove oneself is the most important motivational factor behind setting up of any enterprise by women entrepreneurs. Next important motivational factors are to utilize their own skill & pursue their dreams of transforming their hobbies to fully fledged business. Better status in the society is the third important motivational factor behind setting up enterprise in the city by women entrepreneurs.

FACTORS THAT STAND AS HURDLE TO START BUSINESS-

The majority of women were married and reported that "as a woman, there are certain duties that you have to do and they often felt guilt for giving less time to their children. Most of the women reported role conflicts between domestic duties and their profession. In the joint family setting, some of the women reported that they face numerous problems, because they could not attend certain family gatherings due to the demands of their work.

The participants expressed that the society, traditional cultural values and stereotypes continues to hold women back and that there is strong bias against women in leadership positions as evidenced by the attitudes the women report to receive from male workers and sometimes female workers. Women are perceived through the lens of several enduring stereotypes and these women said they had to find ways to challenge these myths. As one woman put it. Our society is very partial; they tend to listen men, even women who seem to be progressive. They are resistant to things coming from women. The problem face by women in the production process, were related to scarcity of the raw material, law of infrastructure facility, lack of technical skills. In the service industry such as running a boutique, restaurants beauty parlors, getting skilled labor posed as major challenges to the women entrepreneurs.

SOURCE OF FINANCE-

Most of the women entrepreneurs depend on their own savings or they took the help of their family members for financing. They didn't hesitate to go to the money Landers who land money in high rate of interest. As per their version the bank and government funding agencies are believed to be restrictive and unfriendly to women and most of the women are not aware about the government policies or the NOG'S that promote the women entrepreneurship.

CONSLUSION-

Though there are several factors contributing to the emergence of women as entrepreneur the sustain efforts from all dimensions would pave the way for the women entrepreneurship contributing to the social and economical development of the other member of the family. Since there is chosen as a dream projects the success factor of the entrepreneur is more.

The participants developed several strategies such as assertiveness, working hard, aggression competent, pleasing their husband to gain support maintaining cultural role expectations balancing the professional role with personal, not applying equal rights in the home hiring domestic servants etc to become successful in their enterprise. Peoples attitude play a much stronger role in promoting or impeding women entrepreneurship. This implies that for training programs for promoting entrepreneurship to be effective in Nagpur gender, along with population specific, culturally based attitudes believes and behavior must be consider in the interpersonal strategies. Skills and personal characteristics assertiveness, confidence, competence hardworking and improving qualification was found to be some of the strategies used by women to start the entrepreneurship. This suggests that developing training program to equip women with these skills may be necessary.

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