

THE NEED FOR A NEXUS BETWEEN WOMEN ENTREPRENEURSHIP & SKILL DEVELOPMENT

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Abstract : Women Entrepreneurs may be defined as the woman or group of women who initiate, organize and co-operate a business enterprise. Women entrepreneurs are key players in any developing country particularly in terms of their contribution to economic development. In recent years, even among the developed countries like USA and Canada, women's role in terms of their share in small business has been increasing. But, not all women are privileged to enjoy the status of a known entrepreneur. In fact, the number of unknown women entrepreneurs is very high which needs to be paid attention upon. The area of study chosen in this research is the suburb of Malad in the city of Mumbai. The objective of this paper is to understand the socio-economic status of the women entrepreneurs in the study area, analyse the need of skilled education among the women entrepreneurs and to give recommendations. The present paper is based on primary data. It is found that the family income and the educational qualification of the women under study are average. The respondents do not possess vocational skills and the respondents do not think that vocational education is required. This may be due to lack of awareness of the importance of vocational education. It is recommended to provide vocational education to the women so as to enhance their skills of entrepreneurship, particularly in the fields prone to changes.

Key words: entrepreneurs, socio-economic status, skilled education, vocational, awareness.

I. INTRODUCTION

Women Entrepreneurs may be defined as the woman or group of women who initiate, organize and co-operate a business enterprise. The Indian women are no longer treated as show pieces to be kept at home. They are also enjoying the impact of globalization and making an influence not only on domestic but also on international sphere. Women are doing a perfect job of striking a balance between their house and career. Women entrepreneurs are key players in any developing country particularly in terms of their contribution to economic development. In recent years, even among the developed countries like USA and Canada, women's role in terms of their share in small business has been increasing. But, not all women are privileged to enjoy the status of a known entrepreneur. In fact, the number of unknown women entrepreneurs is very high which needs to be paid attention upon. Even though the number of unknown women entrepreneurs is very high, the income that they are able to generate is low. Thus, to improve the economic status of such women, some solutions like literacy and vocational training to improve their skills in respective field are required.

REVIEW OF LITERATURE

(Bhatia et. al., 2007) The women need special attention and issues that are inhibiting women entrepreneurship cannot be addressed in isolation. There is need to look up these issues at global, regional and national perspectives. We have to promote networking among intermediaries, entrepreneurs, development agencies and individual entrepreneurs. (Karve, 2011) In the Indian context, the economic empowerment of women through entrepreneurship would be the utmost solution for empowerment but the

various factors including Social Norms and Customs put a stop to economic growth of women. The need of the hour is to give a factual value to the important fundamental right i.e., to the Article 19 (1) of the Indian Constitution. There is a need for entrepreneurial awareness, skill development programme, confidence building programme, consideration of women development through various dimensions, tax holiday period, CSR towards the womenfolk.

AREA OF STUDY

The area of study chosen is the suburb of Malad in the city of Mumbai. It is situated in the northern part of the city. It is considered to be the highest populated suburbs and the fashion hub of the city. It has all types of communities belonging to all economic classes. The area serves as an industrial as well residential purposes. Thus, the study could be successfully carried out here.



OBJECTIVES OF THE STUDY

- To understand the financial contribution made by the women entrepreneurs in the study area
- To analyse the need of training among the women entrepreneurs
- To provide recommendations to improve their status

RESEARCH METHODOLOGY

Research methodology refers to the design of the research which would be followed to fulfil the objectives. The present paper is based on primary data collected in the area of study. The samples were chosen with the help of random sampling and the entire suburb of Malad was covered. The women entrepreneurs in this study belong to families with less than Rs. 50,000 total income per month. The data were then converted to graphs using Ms-Excel and interpreted.

ANALYSIS AND DISCUSSION

To fulfil the objectives of the present paper, following responses were recorded and are interpreted as follows:

Fig: 01 represents the number of family members in the families of the female respondents. It can be observed that, 73% respondents have less than 4 family members and 27% have more than 4 members in the family. It can thus be interpreted that, the number of members to be supported by the woman are less than 4 are more in number than more than 4. Thus, the pressure on the income is average and not very high.

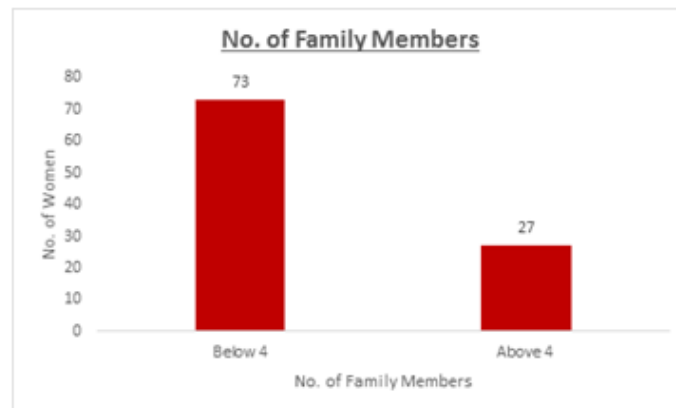


Fig: 02 represent the educational levels of the respondents. It can be observed that 50% of the respondents are educated up to S.S.C., 38% up to H.S.C. whereasonly 12% respondents are qualified as graduates. It implies that, the educational levels of the respondents is not very high. This may be a result of ignorance, early marriage or gender bias system of education. Educational levels have a very high impact on the entrepreneurship and overall impact on the socio-economic status of the respondents and the family on the whole.



Fig: 03 represent the occupation of the women entrepreneurs surveyed. It also shows the goods and services that the respondents deal with to earn their livelihood. From the graph it can be observed that most of the respondents are engaged into tailoring i.e., 30% followed by beauticians (29%), sellers of homemade snacks like papad, chips, pickles, etc. (22%). It implies that, most of the women take up business which deals in products that are typical to females and targets only local market which involves people staying nearby and in the same society or colony. This however does not raise very high income for them. Above all, they do it at an informal level which is non-taxed and an unorganized sector. This becomes a disadvantage as it is not covered under Government policies and their development thus, is at stake.

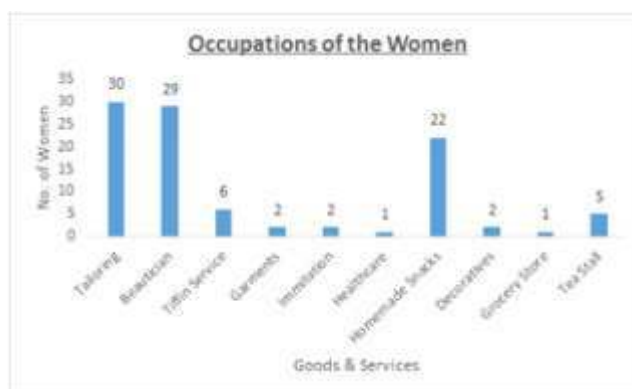


Fig: 04 represent the possession of vocational training among the respondents. It can be observed that, 35% of the respondents have some vocational training and 65% respondents do not have any vocational training. It implies that most of them lack vocational education or training which may be a result of ignorance, lack of awareness and improper access to correct options of education.

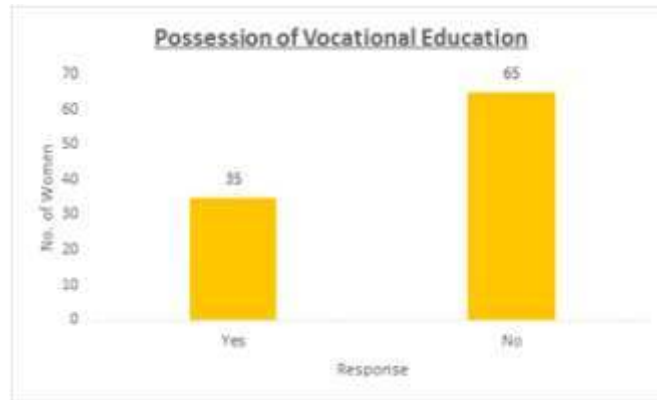


Fig: 05 represent the need of vocational education as felt by the respondents. It is observed that 49% of the respondents feel that there is a need of vocational education or training whereas 51% think the opposite. The number of respondents thinking that there is no need of vocational education or training is very high may be due to lack of awareness of the importance and availability of vocational training courses. The ones favouring training are tailors, beauticians and women supplying tiffin to people at work.

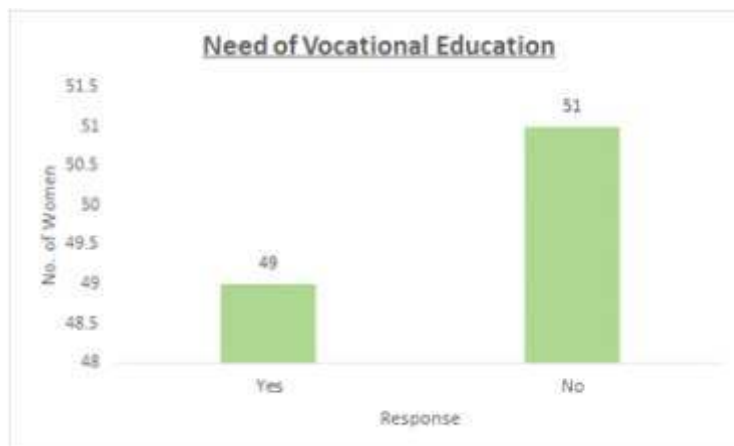
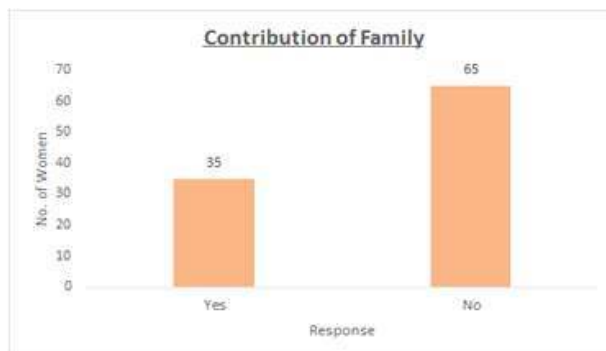


Fig: 06 represent the contribution of the respondents in their families in decision making and economic matters. It can be observed that only 35% respondents contribute in the family matters whereas 65% do not. It implies the importance of women in family matters. Maximum women do not contribute in the family matters. This may be due to gender bias, lack of education or cultural differences.



CONCLUSION

From the present study, following conclusions can be drawn:

- The levels of family income is average which implies that, the standard of living is not very low.
- The educational qualification is also average. This implies that, for most of the cases, educational qualification is a not a barrier to development of entrepreneurship.
- Most of the respondents do not possess vocational skills. This may be due to ignorance or lack of awareness
- Most of the respondents do not think that vocational education is required. This may be due to lack of awareness of the importance of vocational education. However women engaged as tailors and beauticians admit that they need training so as to meet the ever changing trends of the market and demands. The women who carry on the business of providing tiffin services also said that they need to learn internet and e-commerce so that they can expand their business by reaching a wider market.
- Most of the respondents do not contribute in the matters of the family. This may be due to gender bias out of cultural traits or lack of education.

RECOMMENDATIONS

- To provide vocational education to the women so as to enhance their skills of entrepreneurship, particularly in the fields prone to changes.
- Some courses like Retail Management can be considered as a part of the training program so that the women can develop on their marketing and selling skills.
- Both, formal and informal ways of imparting vocational education and training could be undertaken at all levels in all areas.
- Awareness camps could be organized with the initiative to help these women.
- The role Government in the form of policies, NGOs as a helping hand and CSR by the industrialists is vital.

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