
Effect Of Social Environment Factors And Entrepreneurship Development Programs On Prospects Of Women Entrepreneurship: A Study Of Women Entrepreneurs From Punjab, India

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Abstract

The primary objective of this research is to examine the impact that women's social and economic circumstances have had on their decision to start their own businesses. The ongoing investigation used a descriptive research design for its methodology. Regarded as the demographic for the purpose of the research, female business owners from all over the Malwa Punjab region are taken into account. In the first step of the sample process, which consisted of choosing the districts to be examined, a probability sampling approach, like the multistage sampling technique, was utilised. In the second process of the study, random sampling & non-probability sampling were both utilised in order to choose the female business owners who would later serve as respondents. The questionnaire answers of 525 individuals from a selection of districts were analysed for this research. For the purpose of this investigation, the researchers have decided to use descriptive and inferential statistics and the garret ranking technique as their despite evidence to the contrary to data analysis. According to the findings of the research, sociocultural elements and entrepreneurship development programmes both have an effect on the number of women who start their own businesses.

Keywords: Entrepreneurship, Malwa Region, Women.EDP, Garret Ranking, Entrepreneurs, MSME

Introduction

This is the "golden age of women in business," but it couldn't have come at a better time. Women are increasingly realising their potential as company owners. Women's corporate management and entrepreneurship provide a rare opportunity for eliminating long-standing roadblocks. Women are challenging stereotypical masculine fields by pushing beyond boundaries and venturing beyond their comfort bubble. From the entertainment industry to the IT sector, women confront discriminate on the grounds of their gender at every turn. Women make up around 14% of all entrepreneurs, or 8.05M from a total of 58.5M, according to the All-India report of the sixth industrial census (2013). This includes 2.76 million females, or 13.76% of the skills and work. According the source, out of a total of

8,03,985 companies in Punjab, only 17,843 are owned by women. This amounts to only 2.22 %. Women business owners have made significant strides in the previous 20 years, and they still have a bit of a way to go.

Industrial Scenario of Punjab

As on 31st March 2011, there are 386 Medium and large-scale industries registered in the state having turnover of Rs 105638.84 crore and have provided employment to about 211753 persons. In addition, 150040 registered small-scale industries are having a turnover of about Rs. 44249.20 crore and employed about 916611 persons. District-wise distribution of MSME units, turnover and employment is depicted in table 1.

Table 1: District wise Distribution of MSME units (up to 31st March 2011)

Sr. No	Districts	No. of Units registered MSE unit	No. of Units registered medium and large unit	Employment in MSE unit	Employment in Medium and large unit	Turnover of MSE unit (Rs. In Lakh)	Turnover of registered medium and large unit (Rs. In Lakh)
1	Amritsar	12418	24	55429	6176	278514.97	164753.61
2	Barnala	1798	6	6946	9763	38153.29	561296.80
3	Bathinda	4261	12	22744	6865	1202.57	1529.27
4	Faridkot	2203	Nil	14016	Nil	33953.40	Nil
5	Fatehgarh Sahib	3125	12	20224	1750	273748.90	74927.04
6	Ferozepur	4356	11	19884	1535	119195.00	74725.73
7	Gurdaspur	7804	8	55541	Nil	124175.20	Nil
8	Hosiarpur	6480	24	31501	15050	45267.53	199869.33
9	Jalandhar	20042	17	134280	4759	309043.69	75268.93
10	Kapurthala	4305	05	22678	17000	55789.00	3225000.00
11	Ludhiana	39091	116	335741	79832	2442941	13160.05
12	Mansa	1974	Nil	7276	Nil	40382.60	Nil
13	Moga	2850	05	21218	1699	69663.16	155410.00
14	Muktsar	3341	04	18298	1390	52961.00	52961.00
15	Patiala	8009	31	44300	12000	184427.00	770020.00
16	Rup Nagar	2821	06	12190	2538	53238.91	214370.64
17	Sangrur	10695	23	53259	10325	224491.96	3818009.96
18	SAS Nagar	6391	69	35689	35272	71268.84	863429
19	Nawanshahr	7444	09	3312	5358	6502.38	270165.18
20	Tarantarn	632	4	2085	441	4743.65	28987.00
Total		150040	386	916611	211753	4424920	10563883.5

Source: Compiled from Punjab District Industrial Profile

Traditional goods and services are produced by majority of these smaller businesses. This included beauty as well as health care assistance, designer boutiques, computer schooling, tiffin services, digital repair shops, household appliance repairers, transport companies,

engineering repair shops, automobile repair repair shops, printing companies, and teaching approach. These companies may be found across the province of Punjab, operated by both male and female entrepreneurs.

Literature Review

Great businessmen, as according Pandit (2000), need a feeling of accomplishment, satisfaction, and the drive to show their commercial acumen via innovation. When asked what drove their business decisions, women entrepreneurs cited support from their spouses, parents, friends, and bank and financial institution officials (Lakshmi, 2003). Kumar (2005) conducted a study in Delhi to learn more about the kind of companies run by women there, the barriers they faced when starting out, and the ways in which they raised capital. According the results of the research, in order to be a successful businessman, one must get education; thus, a training programme that can boost women's confidence should be created. Women business owners generally struggled with problems related to marketing and funding. Moreover, there are several holes as well as restrictions in the current financing schemes. Unemployed, the need for financial freedom, the need to do something helpful, lucrative use of available leisure, as well as a readiness to do business were identified by Roy (2007) as the key push and pull factors encouraging their choice of an entrepreneurial career. In this essay, Siddique (2008) This research set out to address the underrepresentation of women in business by exploring their challenges and opportunities. The survey concluded that poor access to financing was the most serious obstacle to women business owners. Women business owners also struggled with issues included inadequate marketing resources and finding a work-life balance that allowed them to focus on both their businesses and their families. The research found that women in Bangladesh are underrepresented in business but that this may change if they were given access to training programmes and need-based financial and allied support. Private companies and organizations both have substantial responsibility for fostering women's company ownership and success. Women's business and equality will not progress until these intermediaries are in place. As according Reddy (2010), the respondents' inspiration to begin their own businesses came from a variety of sources, including a desire for autonomy and independence, a knack for business, a knack for making money, a track record of working for themselves, the advice of friends and family, as well as personal experience. Billore (2011) examined the possibilities for female entrepreneurs amongst India's diaspora in Japan. This study is grounded on conversations with three business

owners during the start-up phase. Respondents were initially seen as housewives by the author, but she found that during the course of their time in Japan, they lost that image, developed their skills, and took on new responsibilities without sacrificing their family responsibilities or creating jobs for Japanese or foreigners. Lack of government efforts, socio-cultural pressures, and support facilities were major obstacles faced by women entrepreneurs. Issues including native employee and ethnic owner connections, money availability, institutional support, and legal hurdles are areas where additional study is needed, in her opinion. Women's entrepreneurship in India was studied by Asharani and Sriramappa (2014). The research found that problems with gather insights, marketing, technology, project planning, infrastructure, training, etc. were the most common challenges women business owners encountered. When Velmurugan (2015) investigated the challenges faced by female business owners in the Pollachi Taluk of the Coimbatore District, she found that issues with marketing were by far the most prevalent, followed by issues with funding and production. When it came to accounting careers in China, women face unique challenges, which Zhao as well as Lord (2016) investigated. According the authors, female cpas in China faced sexism and other forms of prejudice at every career stage. The biggest obstacle was a bleak outlook about a woman's ability to return to work after having a child. In addition, the authors state for the enactment of the law in China to ensure that women had equal access to job opportunities, particularly promotion as well as hiring. Mulatu and Prasad (2016) identified the factors that contribute to the success of women business owners, including support from family, business acumen, the motivation to aid families, as well as the ability to learn from setbacks. "Problems and Prospects of Women Entrepreneurship having Special Reference to MSMEs in the District of Gujrat" was the topic of Singh's (2017) research. The study revealed that all the factors i.e. education, inner zeal & will power and family played their role in motivating the businesswomen. According to Mozammel and Zaman (2018), women entrepreneurs need both intrinsic and external drive in order to become ego and self-critical to the point in which they can passionately set objectives as well as realise them. Katekhaye (2018) focused on motivating factors, challenges and problems faced by rural entrepreneurs, Government policies, possibilities of rural entrepreneurship development and perspectives in India and Hungary. This research showed that rural entrepreneurship development initiatives were deficient in Indian and Hungarian rural areas. Similarly,

rural entrepreneurship development services were also lacking in the city. Rural entrepreneurs in India and Hungary were lacking business development services such as finance and infrastructure and entrepreneurship education and training, etc.

In light of the data presented above, an effort was made to investigate the impact that a number of socioeconomic factors and EDPs have had on women's propensity to establish their own companies, with the main goals in mind:

Objectives of the Study

The following are the goals which the research aims to accomplish. They are:

1. To study the influence of social environment factors on women entrepreneurship.
2. To identify impact of entrepreneurship development programmes on prospects of women entrepreneurship.

Research Methodology

Both descriptive and analytical descriptive methods were used in this investigation. A probabilistic sampling strategy, including such multistage sampling, has been used in the first phase to select the districts again for research. The women entrepreneurs were chosen as respondents in the second stage using both probability and non-probability sampling methods, such as the snowball sampling approach. Samples were gathered from the DIC's registered women entrepreneurs. Aside from that, women entrepreneurs were surveyed via snowball sampling. Mansa, Moga, Rupnagar, Ferozepur, Muktsar, Fategarh Sahib, and Sangrur were among the 7 districts in Punjab's Malwa District from which 525 female entrepreneurs were drawn for this study.

Analysis and Results

Effect of Social Environment on Women Entrepreneurship

The table 2 explains about the influence of social environment on women entrepreneurship

Table 2 Effect of Social Environment on Women Entrepreneurship

Opinion	Frequency	Percent	Cumulative Percent
Yes	472	89.9	89.9
No	59	11.1	100.0
Total	525	100.0	

Source: Primary Data

Four hundred and seventy-two entrepreneurs i.e., 89.9 per cent of the women entrepreneurs said that social environment have influence on women entrepreneurship while 11.1 per

cent said that it has not any impact on women entrepreneurship. This depicts that majority of the sample respondents feels that social environment have impact on women entrepreneurship.

Social Environment Factors Prompting the Prospects of Women Entrepreneurship

The table 3 exhibits social environment factors prompting the prospects of women entrepreneurship

Table 3 Social Environment Factors Prompting the Prospects of Women Entrepreneurship

Sr. No.	Social Economic Factors	I	II	III	IV	V	VI	VII	VIII	IX	TOTAL FREQ.	TOTAL	AVERAGE	RANK
1	Desire to be equal with men	8262	5382	3844	5500	3500	1408	874	155	0	472	28925	61.3	1
2	Social recognition	6804	6762	6014	3520	2350	2156	646	434	38	472	28724	60.9	2
3	Urge for economic independence	6642	3795	7440	2585	3400	2024	1254	651	0	472	27791	58.9	3
4	Success stories of women	3645	7383	3100	4070	3750	2772	1330	620	57	472	26727	56.6	5
5	Previous job experience	3159	1380	1674	2805	3900	4488	3420	1581	266	472	22673	48	6
6	Education among women	8181	3795	3720	2750	2550	2508	2508	992	0	472	27004	57.2	4
7	Government policies	324	1449	2728	1705	1400	1804	4826	4743	437	472	19416	41.1	8
8	Leadership qualities	1215	2415	744	3025	2750	2684	3040	4929	0	472	20802	44.1	7
9	Any other	0	207	0	0	0	924	38	527	8170	472	9866	20.9	9

Source: Primary Data

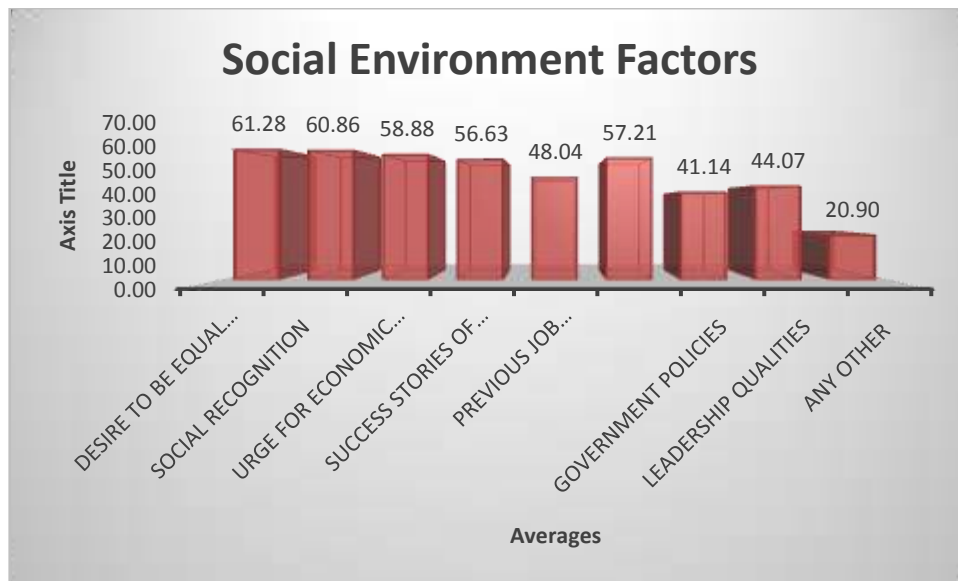


Figure 1: Social Environment Factors

The table 3 and figure 1 indicate that the priority given towards the socio-economic factors. The women were asked about the prospects of women entrepreneurship in the first place, the common reason stated is to desire to be equal with men, and it has recorded with mean of 61.3 with Garrett ranking method. On an average 60.9, 58.9 women said social recognition and urge for economic independence influence them to start business activities. Education among women is stated as the fourth primary reason. On average 56.6 and 48 women opine that success stories of women and previous job experience influenced them to start a business, it is ranked in the fifth and sixth places. Leadership qualities and government policies stand in seventh and eighth rank.

Impact of Entrepreneurship Development Programmes (EDP’s) On Prospects of Women Entrepreneurship

The table 4 explains about the distribution of sample entrepreneurs and influence of Entrepreneurship Development Programme on Prospects of women entrepreneurship.

Table 4 Entrepreneurship Development Programmes (EDPs) have a favourable impact on prospects of women entrepreneurship

Opinion	Frequency	Percent	Cumulative Percent
Yes	390	74.3	74.3
No	135	25.7	100.0
Total	525	100.0	

Source: Primary Data

In this study, 74.3 per cent of sample women entrepreneurs were of opinion that entrepreneurship development programme has influence on women entrepreneurship whereas 25.7 per cent were of view that this has not any impact on the prospects of women entrepreneurship.

Areas of Entrepreneurship Development Programmes that have Favourable Impact on Prospects of Women Entrepreneurship

The table 5 represents the areas of Entrepreneurship Development Programmes that have favourable impact on the prospects of women entrepreneurship

Table 5 Areas of Entrepreneurship Development Programmes that have favourable impact on the prospects of women entrepreneurship

Areas of EDP's	I	II	III	IV	V	VI	VII	VIII	IX	X	Total Freq.	TOTAL	AVERAGE	RANK
Enterprise Management	4779	4900	6174	3944	1560	1128	756	828	0	0	390	24069	61.72	2
Technical skill Management	2835	3430	4977	4756	2964	2491	714	72	377	54	390	22670	58.13	4
Managerial Skill	8262	5180	1638	4408	2912	658	714	900	0	0	390	24672	63.26	1
Human Resource Development	5589	3500	2331	4350	2236	2538	1806	144	406	18	390	22918	58.76	3
Identification of Business Opportunities	4617	4060	3969	1392	2288	3008	2478	180	464	0	390	22456	57.58	5
Information Technology	486	2660	1890	1276	1664	2820	3108	2844	1218	126	390	18092	46.39	6
Stress Management	1215	1750	1134	1798	2444	1786	3654	1944	2175	0	390	17900	45.90	7
Total Quality Management	243	1050	504	464	1352	2397	1848	3240	4060	90	390	15248	39.10	9
Increasing Social Recognition to Women	3564	700	252	232	1612	1504	1302	3852	2465	756	390	16239	41.64	8
Any other	0	70	1701	0	1248	0	0	36	145	5976	390	9176	23.53	10

Source: Primary Data

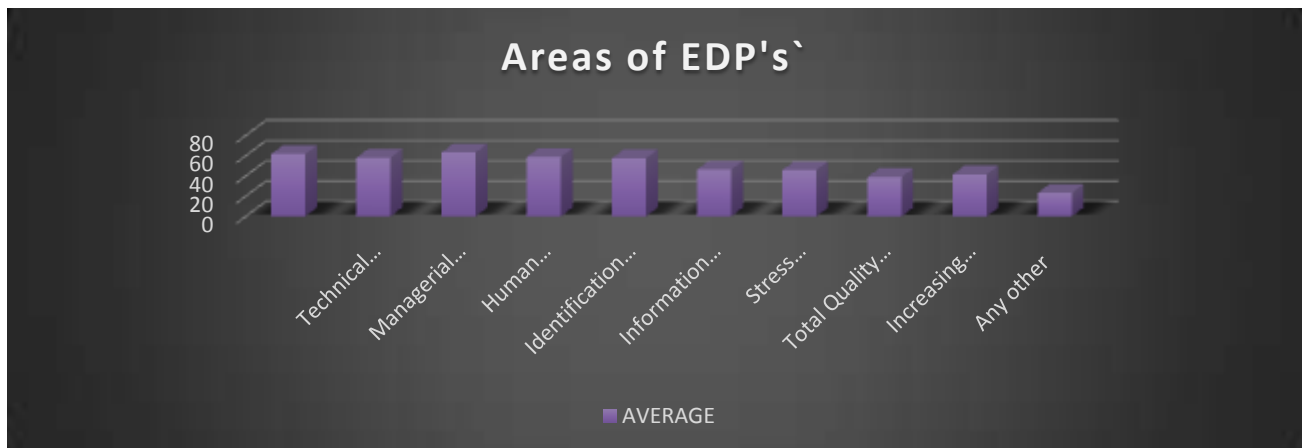


Figure 2: Areas of EDP's

The above table and figure display the areas of Entrepreneurship Development Programmes that have favourable impact on the prospects of women entrepreneurship ten variables were assessed. The women were asked the areas in which entrepreneurial development programmes have favourable impact on women entrepreneurship, the common were stated is to attain managerial skill with a high average of 63.26. On an average 61.72 said identification of enterprise management motivated them to choose the entrepreneurship development programme with second rank. Human resource development and technical skill management were stated as the third and fourth area. On an average 57.58 and 46.39 women opine that their identification of business opportunities and information technology influenced them choose entrepreneurial development programme; it is ranked in the fifth and sixth places. Stress management and increasing social recognition to women were stated as the seventh and eighth reasons for attending EDPs. Total quality management and any other reason were stand in the ninth and tenth rank.

Conclusion

As per the field survey it was found that majority of the women entrepreneurs said that social environment factors have influence on women entrepreneurship. According to the mean score analysis, respondents' desire for parity with men is a crucial factor in the selection to pursue entrepreneurship. Next comes the desire for recognition from peers as well as financial autonomy. Results showed that many of the women business owners surveyed in the Malwa Region of Punjab agreed that the entrepreneur development programme had a positive effect on women business owners inside the areas they had selected to participate in the study. and further concluded that the areas of Entrepreneurship Development Programmes that have favourable impact on the prospects of women entrepreneurship. Based on the mean scoring analysis Managerial skill, Enterprise Management and Human resource development were the leading areas of Entrepreneurship Development Programmes that have favourable impact on the prospects of women entrepreneurship.

Suggestions

According to the researchers, changing people's mindsets is necessary in order for women to perform well in the economic field. The environment should be free of barriers to boosting the necessary skills of such women in order to improve their market competitiveness. Various government entities should make the most up-to-date technology

breakthroughs accessible to female entrepreneurs. The government should keep accurate information about the country's existing female entrepreneurs. This information should be updated on a regular basis in order to establish a new policy for the advancement of women entrepreneurs.

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