



## AN ANALYSIS OF SOCIO-ECONOMIC STATUS OF WOMEN ENTREPRENEURS IN HARYANA

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**Abstract-** Industrial development is the outcome of entrepreneurial contributions and qualitative business development services. Entrepreneurship is the process of actions of a person always in search of earning profits by taking calculated risk and by exploiting the opportunities exist in that environment. It is resultant into establishment of long term business unit, job creation for the society, capital formation and making available quality products and services for society. The present paper aims at the analysis of the socio-economic status of the Women Entrepreneurs in the state of Haryana. The data was collected from 256 women entrepreneurs from all the divisions of Haryana. The results will be beneficial for the researchers and policy makers in the field of women entrepreneurship.

**Key Words:** Women Entrepreneurship, Socio-Economic Status, Sources of Finances

### I. INTRODUCTION

The words 'Business' and 'Entrepreneurship' have been considered a legacy of men only. In India, Entrepreneurial world been dominated by males primarily. There are several reasons for this tendency of human being. Entrepreneurial skills are leadership qualities, earning livelihood for family, economic independence, risk taking which were assumed to be of males only. But now, in recent times, women come forward in this field. With the introduction of technological advancements, women are also playing a vital role in economic development.

Entrepreneurship provides the most powerful economically empowering avenue for women, for the community, and the nation. Yet, it is estimated that globally there are only roughly 9.34 million women-owned formal small and medium enterprises (SMEs) in over 140 assessed countries, which is approximately one third of all formal SMEs. In India, as per the Business Report 2014 and Survey conducted by IFC, women-owned enterprises contribute 3.09% of industrial output and employ over 8 million people. There are only about 13.76% of business enterprises being run by women entrepreneurs (Ministry of Statistics & Programme Implementation, 2016). About 98% of women-owned enterprises are micro enterprises (V, 2015) and 76% of them are self-financed (Ministry of Statistics & Programme Implementation, 2016). Studies show that the businesses owned by women entrepreneurs are confined to certain industries only. According to Mastercard Index of Women Entrepreneurs India got a rank of 49 among 54 countries globally having very low points (41.7) in Women entrepreneurship comparatively (Mastercard, 2017).

Women in all the societies are considered for household tasks and they are preferred to remain in home boundaries. Their main tasks were to do household chores and upbringing of their children but now the scenario is changing. Over and over again, across countries, women were identified and identified themselves as 'homemakers', the keepers of the family, responsible for the well-being of their children and husbands (Narayan, 1999). Women enter in entrepreneurial activities due to some pull factors like high unemployment rates, poor financial conditions, social recognition and others.

We can see lots of women are coming out and working. There are various motivating factors which encourage women to work. Women Entrepreneurship is a process where women initiates, collect all resources, takes risk, face challenges and start her own business. Government of India has defined a women entrepreneurship as an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and atleast 51% employment generated to women. Therefore, Women Entrepreneurship is a business/ organization started by a women or group of women.

In India, women constitute half of the total population (495.74 million), but their participation in the economic activity is very low. In terms of global ranking, India has performed worst in gender focused global entrepreneurship survey by Dell and GEDI (GEDI-Dell, 2014). In India only 27% women receive secondary education. Status of higher education in women in India came out to be lower in comparison to most of the countries in world. Women play restricted role in large scale industries with high capital base.

They are found to be home-based workers, engaged in the petty manufacture of goods, either on piece rate basis or on own account, petty traders and petty shopkeepers or service specialists. As per the third all-India census of Small Scale Industries, only 10.11% of the micro and small enterprises were owned by women, and only 9.46% of them were managed by women. They face difficulty in establishing their businesses due to lack of large capital base, strict social constraints, limited time and required skill set. Nowadays women are well-educated with technical and professional qualifications. Many of them have medical, management and similar degrees and diplomas. Many entered their family business as equal partners. Women set up their own clinics or nursing homes, small boutiques, small manufacturing enterprises and entered garment exports. They have their own personal choices and the courage to undertake new ventures. However, many have to face family antipathy and do not get adequate support from their family. Women Entrepreneurs are given boost and motivation by Government of India through various schemes and policies.

**Parekh (1978)** studied to analyze the role and significance of financial institutions in lending capital to small scale enterprises and tiny units and observed that state assistance plays a very significant role in the promotion of women led enterprises. The policies of financial assistance required to be coping with changing need of the sector. **P. Babu (1978)** studied the sociological factors that contribute to the success of the women entrepreneurs. The study observed that the community and family background contributed to the success of prospective entrepreneurs, formal education not been a positive factor in entrepreneurship development, providing infrastructure facilities alone will not give a boost to the women entrepreneurship. **Usha Jumani (1991)** analyzed the status of self employed women in rural areas. Economic activities through which the income of women will be increased have to be identified with great care. They have to be in line with time availability with family roles and with their awareness levels. **Shanta Koli Chandra (1997)** conducted a study to examine the role of women in administration. The study found that when development programs are of general nature they never reach the national development programs need to be formulated only and exclusively for women. **Maitreya Dixit (1998)** conducted a study to evaluate the economic participation. It was found that women make an important contribution to family income. The lower the socio economic level of the family the greater the proportion of total income contributed by women. **Mat and Razak (2011)** checked the effect of individual attributes and business environment factors on the women entrepreneurial activity. Individual attributes like education, attitude, experience and risk bearing capacity are the controllable factors which are in the hands of people to control upto some extent, but business environment factors like socio-cultural, technological, economical, political, financial are the non-controllable factors which play vital role in enterprise activity. They found that literatures have lent strong support to the fact that business environment factors such as credit accessibility exert much influence on the entrepreneurial activity of women entrepreneurs than individual attributes. **V. Shugufta Yasmeen, Dr. B. Gangaiah (2014)** stated in their research that Empowerment of women means equipping women to be economically independent, self-reliant, have a positive self-esteem to enable them to face any difficult situation and they should be able to participate in development activities and in the process of decision making. They studied the socioeconomic background of the women entrepreneurs and the role of micro-enterprises in the empowerment of women in terms of economic, social and psychological spheres in Y.S.R District of A.P. It is concluded that women have attained economic, social and psychological empowerment after starting the micro-enterprises, which a true reflection of empowerment of women.

## II. OBJECTIVES OF THE STUDY

- 1) To analyse the demographic and socio-economic status of women entrepreneurs in Haryana.
- 2) To know about the nature, forms and type of Industry of the women entrepreneurs in Haryana.
- 3) To know about the financial sources and the dependence on Government Support by the women entrepreneurs in Haryana.

## III. RESEARCH METHODOLOGY

The present research work is an attempt to analyse the demographic profile and socio-economic status of women entrepreneurs in Haryana. Efforts were made to know the nature, forms, type of industry and the major finance resources of women Entrepreneurs. The data was collected from a group of 256 entrepreneurs from all the divisions of Haryana State. A structured questionnaire was floated through Google forms to 300 women entrepreneurs across Haryana. The researcher requested every entrepreneur to fill the questionnaire and described the details of the questions used. 256 women

entrepreneurs were responded and filled the complete questionnaire. Analysis was done using simple WAS method of mean average to achieve the set objectives for the research.

#### IV. DATA ANALYSIS AND INTERPRETATION

##### Demographic Profile:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-25	10	3.9	3.9	3.9
	26-30	50	19.5	19.5	23.4
	31-35	71	27.7	27.7	51.2
	36-40	58	22.7	22.7	73.8
	41-45	18	7.0	7.0	80.9
	46-50	24	9.4	9.4	90.2
	More than 50	25	9.8	9.8	100.0
	Total	256	100.0	100.0	

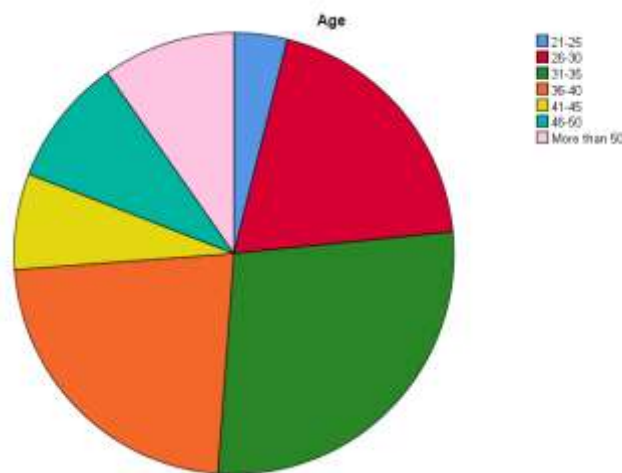
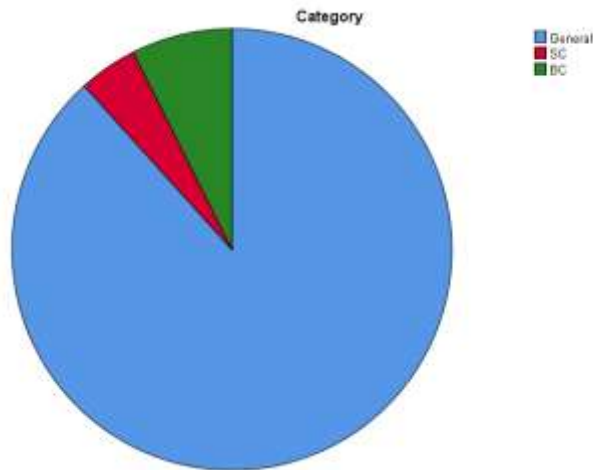


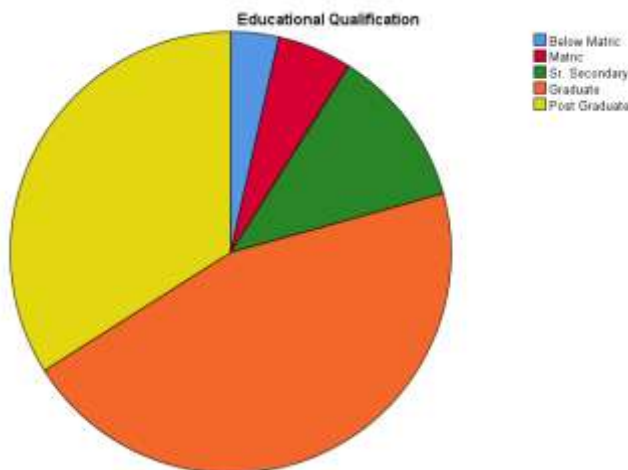
Table 1 indicates the division of the sample collected in age. The sample has 7 divisions based on the segmentation decided by the researcher. The researcher since was researching on women entrepreneur and was among to find adult and experienced people in the field started its sample division from the age of 21 and it ranged till 50 and above age. The division was tactically divided in the appropriate gaps of 5 years. The first division was 21-25 and has 10 respondents from the total 256 sample. The second division was 26-30 and had 50 respondents in this age range, the third was the highest in size with age range in 31-35 and there were 71 respondents in this category, the fourth was 36-40 and had 58 respondents, the fifth was 41-45 and had 18 respondents, the sixth category was 46-50 with 21 respondents and last category with 50 above age respondents were 25.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	General	226	88.3	88.3	88.3
	SC	11	4.3	4.3	92.6
	BC	19	7.4	7.4	100.0
	Total	256	100.0	100.0	



In India the cast system has been prevailing from centuries and the reflection of it can be seen in the day today working course of men and women. The impact of casteism need neutralization and the government has been working from decades in uplifting the suppressed castes of the societies. It is therefore relevant to consider this division. Also the division was important as the government has certain schemes and plans for the women belonging to particular caste to uplift and motivate the entrepreneurial abilities. This segment was divided in to three parts, General, Schedule Cast and Backward Class. The data reflect that general cast is the most flourishing and the other two suppressed casts have comparatively very low involvement. The general category has 226 in comparison to 11 and 19 in the other two categories respectively.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Matric	9	3.5	3.5	3.5
	Matric	14	5.5	5.5	9.0
	Sr. Secondary	30	11.7	11.7	20.7
	Graduate	116	45.3	45.3	66.0
	Post Graduate	87	34.0	34.0	100.0
	Total	256	100.0	100.0	



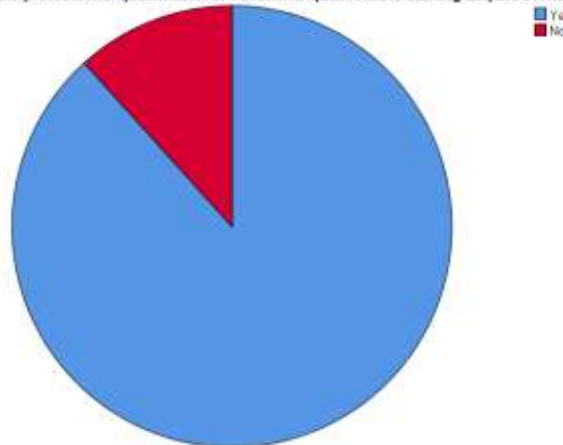
The literacy levels in India are not very pleasing. This is one of the reasons why qualifications have such a high range in this division. The segments created have 5 divisions. The entrepreneurship in India doesn't require any fixed qualification. An illiterate also has the right to start business in India. There are certain paperwork and norms that one needs to fulfill and in order to do that the basic reading and writing knowledge is required. The first division is below matric which has 9 respondents in it, the second division is matric and this division has 14 respondents, the third division is senior secondary and this division has 30 respondents in it. the fourth is the largest in size. This segment is of the people who are

graduates. So most of the graduate women has moved towards the entrepreneurship in India. The graduation has 116 respondents followed by Post graduates with 87 respondents in it.

**Table 4: Whether the professional qualification or vocational qualification/ training acquired related to the present work**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	226	88.3	88.3	88.3
	No	30	11.7	11.7	100.0
	Total	256	100.0	100.0	

Whether the professional qualification or vocational qualification/ training acquired related to the present work

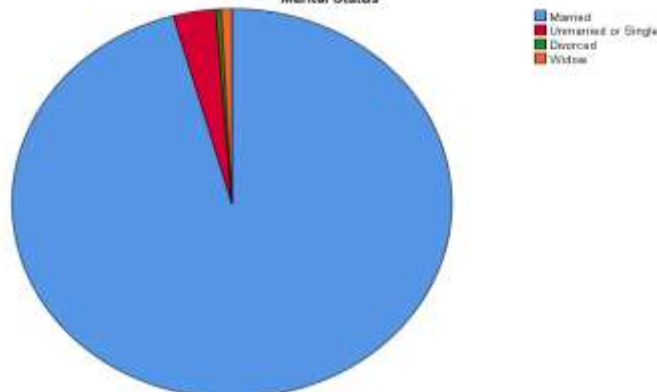


The practical implementation of the qualification is found pretty low in India. That's why the education has been working to develop certain courses with low amount of subject and a complete focus on a trade area with very high practical implementation. Such courses in India were started to boost the entrepreneurial abilities in the in the students. The professional/vocation or training qualifications are the tags given to such practical knowledge. The respondents said that only 30 out of 256 have not received such qualification rest the majority has the qualification which is highly implacable in their respective fields.

**Table : 5 Marital Status**

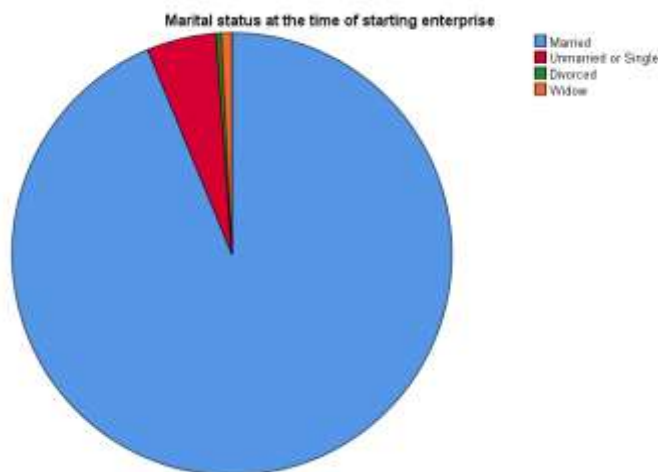
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	245	95.7	95.7	95.7
	Unmarried or Single	8	3.1	3.1	98.8
	Divorced	1	.4	.4	99.2
	Widow	2	.8	.8	100.0
	Total	256	100.0	100.0	

Marital Status



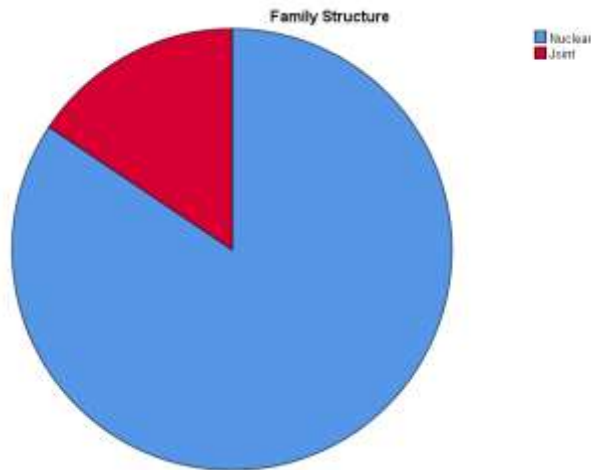
The status of the women in terms of being committed of single has gotten a lot to do with the business running of the women. In India the culture is that women are in most cases not the decision makers in the family. The women in most cases are adjusting in family role as a house wife. Most cases they seek permission from the family to uphold a business idea. In such cases the women marital status plays an important role. The segment has been divided in to 4 types. The first segment is Married that has the highest size in the this segmentation with 245 and the second one is single or unmarried with 8 respondents. The third one is divorced and it has only 1 respondent and the last category is widow with only 2 respondents in the category. This established that most of the married ones are involved and the family support is high, we can safely say that times are changing in favor of the women.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	240	93.8	93.8	93.8
	Unmarried or Single	13	5.1	5.1	98.8
	Divorced	1	.4	.4	99.2
	Widow	2	.8	.8	100.0
	Total	256	100.0	100.0	



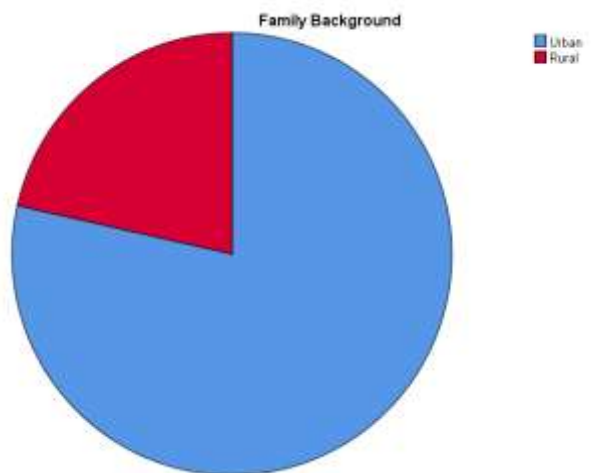
This one is similar to the above as the importance is not only that while they are running the business they have family support. It is also important to understand that when they started the business what their marital status was. Did they had family support being married at that point of time as well. The answer to the question depicts huge similarity as most of the women in the data collected were married when they started their business. The data shows 240 respondents had marital status. The single or unmarried were 13 and the rest of the categories were similar. This means when the women started the business they were supported by the family of their husbands.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nuclear	216	84.4	84.4	84.4
	Joint	40	15.6	15.6	100.0
	Total	256	100.0	100.0	



The next important point of discussion is the family structure. The women in India have always been thought as the caretaker of the family. In this case the family is dependent on the woman in the family for multiple activities and chores. The women responsibility in such case grows and this causes the women to handle the job swiftly. If the family structure is joint, then the responsibility of the women many a times with support reduces and she gets time to pay more attention to the business and in many cases where the women is in a nuclear family, the responsibility although grows but her authority and jurisdiction to take decisions also grows. The above table the data reflects that most of the women entrepreneur is coming from a nuclear family setup. This means that women with responsibility as well as authority handles the situation better when it comes to entrepreneurship.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	201	78.5	78.5	78.5
	Rural	55	21.5	21.5	100.0
	Total	256	100.0	100.0	

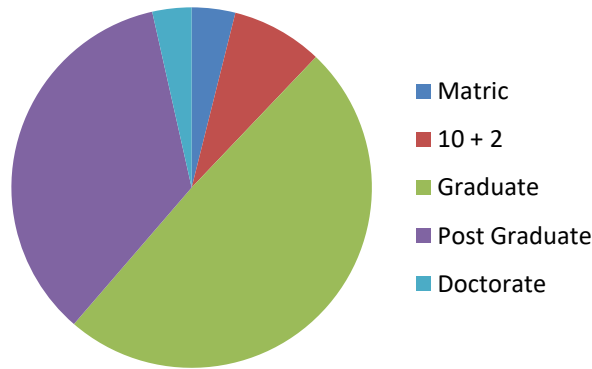


The last and one of the most important factor on which a lot of demographics of a women is depending on is the background. In India the rural India is on a merge of development but in comparison to urban and semi-urban the rural has a huge gap to fill. The gap is in terms of infrastructure, education, culture, thought process and many other things. This is one of the reasons that women entrepreneurs coming from the rural background are comparatively and in order to promote the same the government has given many opportunities in terms economic zones and rebates in taxes to women setting up their entrepreneurial setup in the rural side of the country. The data reflects that 201 respondents are urban and 55 belong to rural background. Understanding the history and culture of rural India and the situation India was in few decades back regarding women empowerment, this is a good number

**Table 9 Educational background of Husband**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matric	10	4%	4%	4%
	10 + 2	15	6%	6%	10%
	Graduate	126	52%	52%	62%
	Post Graduate	86	36%	36%	98%
	Doctorate	5	2%	2%	100%
		242		100%	

**Eduational background of Husband**



It is evident from the table and figure that the educational background of the husbands of majority of the women entrepreneurs is Graduate, followed by Post Graduates. The data reflects that the husbands of 126 respondents were graduates and 86 were post graduates. There were minimal numbers were found in terms of Matric, 10+2 and Doctorate degrees.

**Table 10: Educational background of Father**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matric	49	19%	19%	19%
	10 + 2	62	25%	25%	44%
	Graduate	116	46%	46%	90%
	Post Graduate	25	10%	10%	100%
	Doctorate	1	0%	0%	100%
		253		100%	



### Educational background of Father

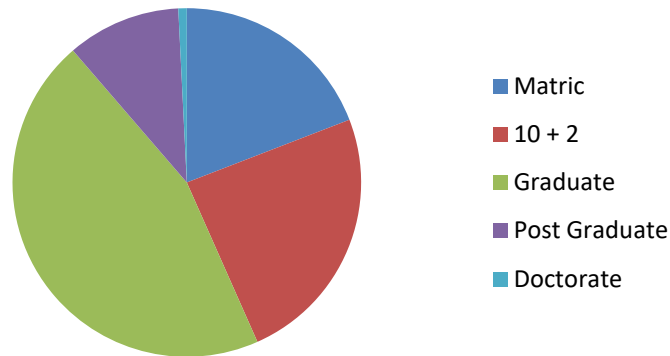
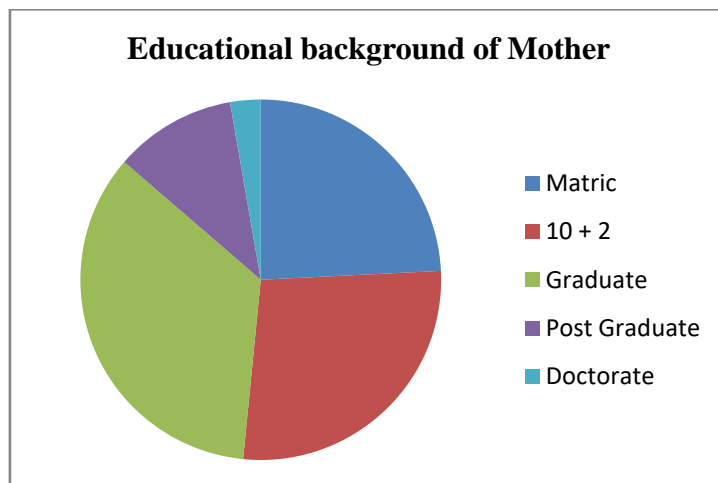


Table and figure explains that the educational qualification of majority of women entrepreneurs is graduation based. This was followed by 10+2 and matric. Generally it is believed that higher the educational background of the parents, higher is the motivational factor for the women entrepreneurs. 116 respondents responded that the educational background of their father is graduation, 62 responded as 10+2.

**Table 11: Educational background of Mother**

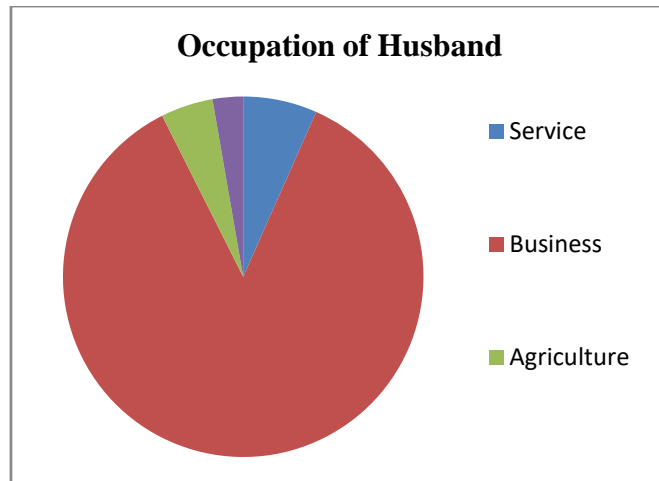
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matric	62	24%	24%	24%
	10 + 2	70	27%	27%	52%
	Graduate	89	35%	35%	86%
	Post Graduate	28	11%	11%	97%
	Doctorate	7	3%	3%	100%
		256		100%	



The figure shows that maximum percentage lies in the graduate section, i.e. 35% and followed by 10+2, i.e. 27% and then matric section which is 24%. So it can be inferred that educated women/ mother in the family motivates their daughters to come into entrepreneurship and start own venture.

**Table 12: Occupation of Husband**

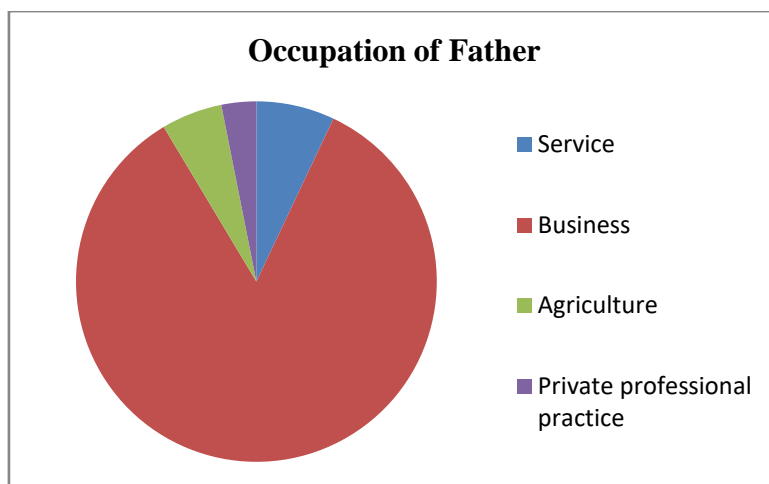
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Service	17	7%	7%	7%
	Business	220	86%	86%	93%
	Agriculture	12	5%	5%	97%
	Private professional practice	7	3%	3%	100%
		256		100%	



As occupation of the husband is categorized into 04 divisions, but the responses gathered mainly lies in the business category which is 86% and followed by service sector, then agriculture (5%) and lastly Private Professional Practice (3%). It shows if husband is running business in family, he knows the methods, procedures to run the business and motivates their wives to come into entrepreneurship field and women can get guidance from their home only.

**Table 13: Occupation of Father**

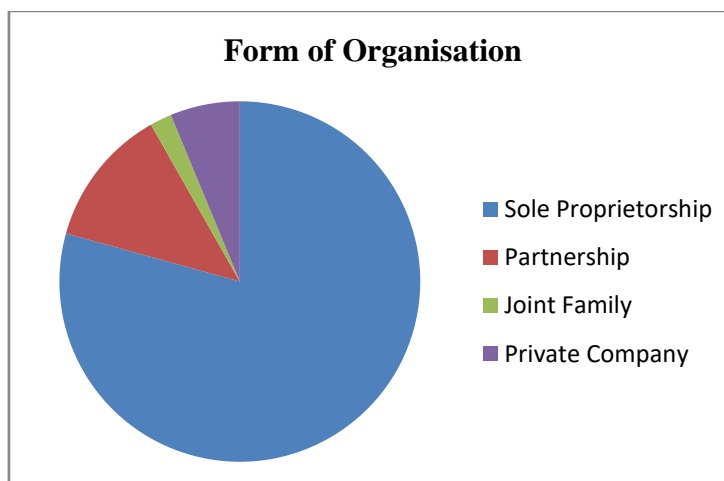
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Service	18	7%	7%	7%
	Business	216	84%	84%	91%
	Agriculture	14	5%	5%	97%
	Private professional practice	8	3%	3%	100%
		256		100%	



In the above table and diagram, mostly responses lied in the category where the occupation of the father is business, i.e. 84, followed by Service (7%), agriculture (5%) and Private Professional Practice (3%). It shows that if father is running successful business, motivation for women to start a new venture will be started from home. Women can start sitting as the business started by the father at very early stage to gain knowledge for their own venture.

**Table 13: Form of Organisation**

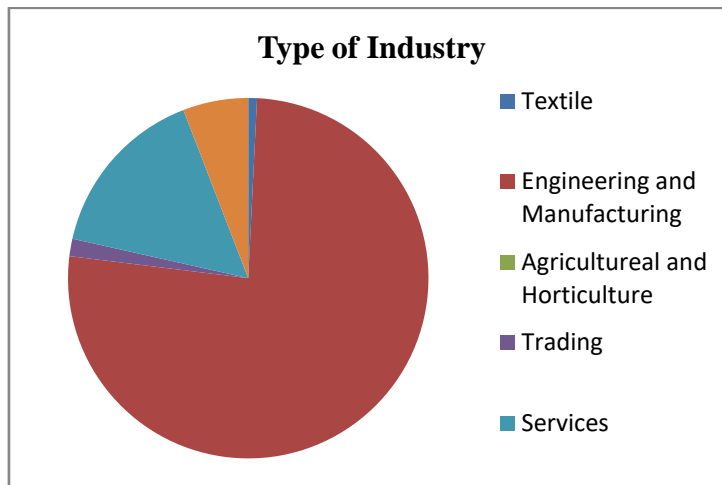
Sr. No.		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sole Proprietorship	203	79%	79%	79%
	Partnership	32	13%	13%	92%
	Joint Family	5	2%	2%	94%
	Private Company	16	6%	6%	100%
		256		100%	



Above diagram illustrates that out of 256 respondents mostly lies in the Sole proprietorship (203) followed by Partnership (32), then Private Limited Companies (16) and lastly joint family businesses (5). Because of the disputes in the partnership and so many technicalities to start Private Company, women entrepreneurs prefer to start their own business in the form of Sole proprietorship.

**Table 14: Type of Industry**

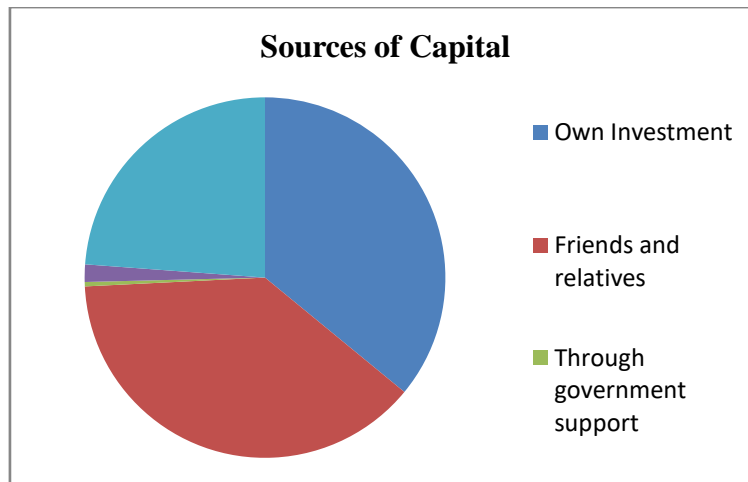
Sr. No.		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Textile	2	1%	1%	1%
	Engineering and Manufacturing	195	76%	76%	77%
	Agriculture and Horticulture		0%	0%	77%
	Trading	4	2%	2%	79%
	Services	40	16%	16%	94%
	Others	15	6%	6%	100%
		256		100%	



In the above table and diagram, out of 256 responses, mostly (195) exists in Engineering and Manufacturing, followed by services (40) and trading (4) and lastly textile. It can be due to more knowledge and availability of Government Support in concerned sector. Tax benefits and subsidies given to women entrepreneurs in Engineering and manufacturing are more attractive than any other sector.

**Table 15: Sources of Capital**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own Investment	92	36%	36%	36%
	Friends and relatives	98	38%	38%	74%
	Through government support	1	0%	0%	75%
	Bank loan	4	2%	2%	76%
	All of the above	61	24%	24%	100%
		256	100%	100%	



In the Table 15 main sources of Capital shows in the category of Friends and Relatives, i.e. 38% followed by own investment which is 36% and Bank loans (2%). Reason behind this can be that people want to utilize their own investment first and they don't prefer interference of Government in their process and getting loan from banks by women entrepreneurs is not so easy because banks see woman as less credible than men in paying their amount back.

## V. FINDINGS

- 1) To analyse the demographic and socio-economic status of women entrepreneurs in Haryana.
  - a. 73% of the women entrepreneurs are below 40 years of age
  - b. Majority (88%) of the women entrepreneurs belong to General Category.
  - c. 78% of the women entrepreneurs have acquired UG and PG degrees. Thus, they are good in education.
  - d. 88% of the respondents have acquired professional training related to their present work.
  - e. 95% of the women entrepreneurs are married.
  - f. 84% of the women entrepreneurs belong to nuclear family and 78% belong to urban family background.
  - g. Educational background of majority of the women entrepreneurs' husband, father and mother is Graduation (52%, 46% and 35% respectively).
  - h. The occupation of these respondents' husband and father is Business (86% and 84% respectively).
- 2) To know about the nature, forms and type of Industry of the women entrepreneurs in Haryana.
  - a. Majority (73%) of the women entrepreneurs have starting their businesses under Sole Proprietorship.
  - b. Majority (76%) of the respondents have established their businesses under Manufacturing and Engineering Industry
- 3) To know about the financial sources and the dependence on Government Support by the women entrepreneurs in Haryana.
  - a. Majority (74%) of the respondents have arranged their finances from own resources or from Friends and relatives.
  - b. Only 01 respondent out of 256 women entrepreneurs has taken the finance facility from the Government Schemes.

## VI. CONCLUSION

Women entrepreneurs have a great importance in the Haryana State's prosperity. In Haryana, it seems that the business class married women from General class have hold on majority of the enterprises. The size and the nature of activities of women enterprises show their tendency. In respect of the type and nature of the industries, majority have engineering and manufacturing businesses under the Sole proprietorship. The surprising fact of the research was that the women entrepreneurs have outrightly reject the financial assistance provided by the Government.

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