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Effect of Entrepreneurship on Women Entrepreneurs

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ABSTRACT

The movement of entrepreneurship promotion and development in the past few decades has gone a long way in North East India, particularly in the state of Assam. Moreover, North East is seen as a region where more women are involved in income generating activity than women of the other parts of the country. Women play an important role in the development of our country. Therefore, entrepreneurship development among women is a global issue. It is therefore, important for development of a family and social progress. The word Empowerment simply means equal status, opportunities and independence. In simple words women empowerment means to give freedom to women to make decision of their own and make a better place for them in the society. But the strict reality is that women entrepreneur is still facing problem and hurdles in India as compare to the male counterpart. Two Important factors are required for the empowerment of Indian women one is Education and another one is Entrepreneurship. Considering these factors, this investigation was carried out in the state of Assam. Data were collected through interview method using structured interview schedule for selecting the sample of 120 women entrepreneurs engaged in the area of food processing and preservation.

Keywords: *Effect; Entrepreneurship; Women;*

Women entrepreneurs are considered as a significant contributor for sustained economic development and social progress. They have become important players in the entrepreneurial landscape because entrepreneurship is an effective instrument for economic development. On the other hand, micro enterprises are small undertakings run by individuals or groups who take up the responsibility of managing the business and the family. These enterprises are based on certain characteristics like low capital, low technology, low risk and one or a few workers. Micro enterprises are also considered as an effective way of becoming economic independent, thus helps any one to achieve

the predetermined goals. It also gives opportunity to lead a better life. There are evidences to believe that countries which have proportionately higher percentage of entrepreneurs in their population have developed much faster as compared to countries, which have lesser percentage of them in the society. It has been also accepted that entrepreneurship development through micro enterprise is an economic venture by which a large number of people can be changed upward within a short period of time especially from the point of view of employment generation. Reddy (2012) reported that 48.75 per cent of women entrepreneurs belonged to 35-44 years age group, 13.75 per cent belonged to above

55 years age, 6.25 per cent belonged to SC/ST community and 75 per cent were married. The study also revealed that 10 per cent of respondents were illiterates, 36.25 per cent were graduates, 75.00 per cent were married, 1.25 per cent was divorcee, 80.00 per cent and 20.00 per cent of women entrepreneurs were from nuclear and joint families respectively. *Das (2012)* revealed that finance and marketing were major problem for women entrepreneurs in Guwahati Municipal Corporation of Assam. *Hazarika (2013)* conducted a study on “Problems and prospects of women entrepreneurship in Sonowal Kachari Society” and focused that 54.00 per cent of women entrepreneurs belonged to 20 - 30 years age group, 62.00 per cent were married, 52.00 per cent of respondents had education up to high school level and only 4.00 per cent had education up to graduate level. *Janaki et al. (2013)* suggested that banks and other financial institutions should provide loan to women who are willing to do business without lengthy procedure and District Industrial Centre has to provide free marketing of goods manufactured by micro business entrepreneurs for smoothly running of an enterprise. *Devi and Goswami (2014)* suggested that all the unregistered women entrepreneurs must be encouraged to register their enterprises so that they can avail the government facility and bank loan. The study also added that knowledge of entrepreneurship should be imparted to the students through curriculum of formal education. It will create an awareness and motivation among the female students for taking up entrepreneurial activities. *Borah (2014)* revealed that motive of starting business enterprises by the women entrepreneurs were many like source of income to the family self-dependent to fulfill creative urge, family inspiration and non-availability of alternative source of income in Morigaon District of Assam.

It is also true that an entrepreneur is an agent of economic development of a country. Hence, the present investigation is planned to have an insight of “Effect of Entrepreneurship on women entrepreneurs: An evaluative study of Assam” with following objectives:

- i. To study the selected information of enterprises run by women entrepreneurs.
- ii. To measure the effect of entrepreneurship on empowerment of women entrepreneurs.

METHODOLOGY

This investigation was carried out in the state of Assam including three districts namely Kamrup, Lakhimpur and Jorhat district. Simple random sampling method was adopted for selection of the districts and proportionate random sampling method was adopted for selection of the respondents. Thus, total number of sample was 120 which included both registered and unregistered women entrepreneurs engaged in thereof food processing and preservation. The research design adopted for the present study was exploratory and descriptive. The statistical techniques used for analysis of data were-Frequency and Percentage, Mean Score, Paired t- test and Critical Randomized Design (CRD Analysis).

RESULTS AND DISCUSSION

Proprietorship of business: The data presented in the Table 1 reflected that all the respondents i.e. (100.00%) started their business by own proprietorship in the area of food processing and preservation. The findings can be supported with the findings of *Reddy (2012)*. Majority of respondents believed that own engagement is very much essential for a business activity rather than a group involvement to achieve the business goals.

Table 1. Distribution of respondents according to information of enterprise (N=120)

Attributes	Food processing and preservation	
	No.	%
Proprietorship of business	-	
Own proprietorship	120	100.00
Partnership	-	

Rice based products: It can be observed from the Table 2 that a high majority of the respondents (95.00%) engaged in preparation of pitha (traditional cake). Nearly an equal per cent (98.33%) were found to be engaged in production of laddu while nearly three-fourth of the respondents (74.17%) prepared rice flour, followed by rice flake with 65.83 per cent. Puffed rice, kumolsawal and sandohguri was prepared by 51.57 per cent, 42.50 per cent and 40.00 per cent in the area of food processing and preservation. Moreover, raw materials required for preparation of rice products are easily available at reasonable price in the sampled area that inspired them to engage in the preparation of these processed items.

Mustard products: It is clear from the Table 2 that 37.50

per cent and 35.83 per cent of the respondents engaged in preparation of kharoli as well as kahundi in the area of food processing and preservation. Mustard products are mostly preferred by urban customers hence respondents included these items in their enterprises for gainful earning. *Fruits / Vegetables products:* Table 2 also shows that a sizeable per cent of the respondents (39.17%) used to prepare different types of pickle and an equal per cent of the respondents (10.83%) prepared jam, jelly and squash. The respondents prepared this product with locally available fruits and vegetables. Moreover, it demands special training to prepare preserved items such as jam, jelly and squash, so untrained respondents did not dare to prepare these items in large quantity that is why a very few respondents engaged in the production of preserved items and sold the products in the local market.

Table 2. Distribution of respondents according to different products of Food processing and preservation (N=120)

Category	Food processing and preservation	
	No.	%
<i>Rice based</i>		
Laru/laddu	118	98.33
Pitha	114	95.00
Rice flour	87	72.50
Rice flake	79	65.83
Puffed rice	62	51.67
Kumolsawal	51	42.50
Sandohguri	48	40.00
<i>Mustard products</i>		
Kharoli	45	37.50
Kahundi	43	35.83
<i>Fruits / vegetables</i>		
Jam	13	10.83
Jelly	13	10.83
Squash	13	10.83
Pickle	47	39.17

Multiple response

Engagement of employee: The data in the Table 3 indicated that a sizeable per cent of the respondents (48.33%) engaged daily wage laborer followed by regular employee (35.00%) and contractual employee (16.67%). This finding reflected that respondents commonly engaged employee on the basis of their production since it helps employee having no income and also to earn their living in a small way.

Working hours of employees: The data highlighted that less than half of the employees (46.67%) spent

maximum 8 hours followed by 4-6 hours with 25.00 per cent. The longer hours of involvement could be most of the employees involved in during festivals time such as Bihu, Puja, Diwali and so on which required more time to produce different products in large scale.

Table 3. Distribution of respondents according to engagement of employees (N=120)

Category	Food processing and preservation of employees	
	No.	%
Regular	42	35.00
Contractual	20	16.67
Daily wage labourer	58	48.33

Table 4. Distribution of respondents according to working hours of employee (N=120)

Category	Food processing and preservation	
	No.	%
>4 hour	12	10.00
4-6 hour	30	25.00
6-8 hour	22	18.33
More than 8 hours	56	46.67

Basis of payment to employees: Table 5 highlights that a large per cent of respondents (75.00%) paid employees on the basis of type of work they were allotted while 15.00 per cent paid according to pre and post production type of work followed by same amount of pay for different works with 9.17 per cent.

Table 5. Distributions of respondents according to basis of payment to employee (N=120)

Category	Food processing and preservation	
	No.	%
Type of work(production)	90	75.00
Varies with type of work (pre and post production)	19	15.00
Same for all	11	9.17

Marketing of products : It is very interesting to note from the Table 6 that a large majority of respondents (87.50%) sold their products by themselves, while 9.16 per cent and 3.33 per cent engaged their employees and middle man to sell different processed and preserved products respectively. Financial benefit seemed to be a key factor for every business which was deeply realized by most of the respondents that influenced them to sale different products by themselves.

Form of marketing: It is observed from the Table 7 that a high majority of the respondents (93.33%) chosen

retail form of marketing to sale processed and preserved products. A very small per cent of the respondents (2.50%) chosen wholesale and combined form of retail and wholesale marketing. This finding clearly indicated that respondent got economic security as well as generate surplus income by marketing their products in retail form.

Table 6. Distributions of respondents according to marketing of products (N=120)

Category	Food processing and preservation	
	No.	%
Self	105	87.50
Middle man	4	3.33
Employee	11	9.16

Table 7. Distribution of respondents according to form of marketing (N=120)

Category	Food processing and preservation	
	No.	%
Retail	112	93.33
Wholesale	5	4.17
Retail and wholesale	3	2.50

Mode of transportation: The data with regard to the mode of transportation is presented in Table 8 indicated that more than half of the respondents used public transport (79.17%) to market their products. This was followed by private transport i.e 20.83 per cent.

Table 8. Distributions of respondents according to mode of transportation (N=120)

Category	Food processing and preservation	
	No.	%
Public transport	95	79.17
Private transport	25	20.83

Marketing of products through public transport, demands reasonable fair as compared to other private vehicles hence majority of respondents selected this mode of transportation as a cheapest way to market different products.

Impact of entrepreneurship on economic empowerment of rural women entrepreneurs: To assess the impact of entrepreneurship on economic empowerment of rural women entrepreneurs, Completely Randomized Design Analysis (CRD) was used which reflected the maximum influencing factors in the area of food processing and preservation were contribution in clothing, control over income and opening of own account followed by involvement in household

decisions, operating of own account and contribution in food. This finding revealed that after becoming an entrepreneur women became economically empowered to control of their income, able to contribute in household decision, purchase of household property, opening and operating own account, contribution towards education, health and clothing and also in social functions. This finding is in conformity in the findings of *Saikia and Baruah (2017)* and *Saikia P. (2017)*.

Table 9. Impact of entrepreneurship on economic empowerment of rural women entrepreneurs

Economic aspects	Food processing and preservation
	Mean index
Control over income	35.00
Purchase of household property	11.00
Involvement in household decisions	21.00
Availing loan	13.00
Repayment of loan	9.00
Engagement of labour	15.50
Opening of own account	32.00
Operating the account	16.50
Contribution in education	13.50
Contribution in health	12.00
Contribution in food	16.00
Contribution in clothing	35.50
Contribution in ceremonies	7.00
SEm	8.46
CD	16.02

CONCLUSION

Growth of women business owners and their needs cannot be overlooked. There is a large scope for entrepreneurial involvement as it provides employment, generates income, wealth and act as a key force for economic growth of a region. So it is necessary to encourage women to enter in the gainful profession of entrepreneurship. Because entrepreneurship plays an eminent role in creating an employment opportunity for rural communities. The findings of this study have implications for entrepreneurs as well as the policymakers who work for the improvement of entrepreneurs. The study also concludes that there was an increase in self-confidence, self-reliance and independence of rural women due to involvement in the entrepreneurial and other activities. Now women entrepreneurs are aware of opportunities available to them, but there is scope for further improvement in it. Status of the women is now

accepted as an indicator of a society's stage of development and therefore it becomes imperative for the government to frame policies for development of entrepreneurship among women.

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