



# Gender Equality through Women Entrepreneurship

**Dr. MADHUBRATA MISHRA**

**Assistant Professor (Home Science)**

**Kalinga Institute of Social Sciences, Bhubaneswar, Odisha, India**

## Abstract

Gender equality is one of the fundamental human rights and is an essential foundation for a prosperous, peaceful and sustainable world. Empowerment of women and girls are an essential element to wipe away gender disparity. Women at the work place has undergone a dramatic change in the last 20 years. It was studied that, five decades ago, there were only a handful of women entrepreneurs. After second world war due to industrialization, modernization and spread of women education more and more women joined into workforce. India has 63 million micro, small and medium enterprises (MSMEs), of which around 20 % are women owned, employing 22 to 27 million people (source: [www.niti.gov.in](http://www.niti.gov.in)). As per census 2011, the female population in India is 48.5 % of the total population, but the percentage of women enterprise in India is only 13.72%. Despite of various initiatives by governments, there is a dominance of male in ownership of MSMEs in India. Similarly, in Odisha the percentage of women enterprise is only 11.01 % and the percentage of women enterprises in urban is 11.29 % and in rural it is 10.85 % (Economic Survey of Odisha,2014). The number of women operating business is increasing day-by-day in spite of huge obstacles faced by them that stunt the growth of their businesses. The present study is carried on to find out the various factors and problems affecting the growth of women entrepreneurship in Odisha. In order to be at par with men the women are entering into entrepreneurship owning the art and craft sector. Among different art and craft forms, especially Pattachitra has earned its name and fame not only in Odisha and India but also in international market at large. Basically, the study is carried on Pattachitra art form concentrating the Raghurajpur village of Puri district and Bhubaneswar of Khurda district of Odisha. Field data were collected from 25 women entrepreneurs through survey cum personal interview taking into account their socio-economic condition, motivational factors and problems faced by them. The results revealed that most of them are self-motivated. Mostly are facing problems in relation to management, finance, raw-materials availability and in production and distribution of products. In spite of all these problems they are entering into entrepreneurship to minimize the gender gap.

**Keywords:- Gender equality, gender disparity, women entrepreneurs, industrialization, women education.**

## INTRODUCTION:

Women and girls represent half of the world's population and, therefore, also half of its potential. Gender equality, besides being a fundamental human right, is essential to achieve peaceful societies, with full human potential and sustainable development. Moreover, it has been shown that empowering women spurs productivity and economic growth. Gender equality and female entrepreneurship are key factors in economic development. Despite the known benefits of female entrepreneurship, female-owned firms remain underrepresented, and entrepreneurship remains a male-dominated activity. Globally, the percentual engagement of females in the early stages of entrepreneurship is approximately three-quarters of this engagement of males. Moreover, female entrepreneurs are less likely to own established businesses than male entrepreneurs (Global Entrepreneurship Monitor 2019). Unfortunately, there is still a long way to go to achieve full equality of rights and opportunities between men and women. Gender equality across every aspect of society is a fundamental human right and essential for our societies to be safe, prosperous and to thrive. Yet across the world, women are still being held back, short changed and denied these human rights. Women face economic, social and legal barriers to setting up and running their own businesses.

## REVIEW OF LITERATURE:

Cohoon, Wadhwa and Mitchel (2010) present a detailed exploration of men and women entrepreneurs' motivational background and experience. The study identifies top five financial and psychological factors motivating women to become entrepreneurs. These are , desire to build wealth, the wish to capitalize own business ideas they had, a long standing desire to own their own company and working with someone else did not appeal of start-up culture rather than gender.

Sarfraz et al. (2014) emphasized that the degree at which entrepreneurship affects the economy depends on numerous factors, including the quality, gender composition, and type of entrepreneurial activity.

IDLC (2014) reported that, ensuring access to finance is the most important prerequisites that an entrepreneur must have to operate a beauty salon business. Unfortunately, for women entrepreneurs it is not that easy to avail loan facility from banks and financial institutions, since most of them face problems in providing collateral for security purpose and another critical problem is having trade license/registration because bank do not provide loans without trade license.

Bekh, 2014; OECD, 2019, "In most parts of the world, including Southeast Asia, female entrepreneurs face challenges in starting and growing their businesses, because of gender and cultural-based barriers".

## OBJECTIVE OF STUDY:

1. To study the socio-economic characteristics of women entrepreneurs.
2. To know the motivational factors for women entrepreneurs.

3. To find out the problems faced by women entrepreneurs under study.

## METHODOLOGY:

The study is designed to investigate the socio-economic status of the sample, their motivational factors towards entrepreneurship. The present study was conducted taking 25 women entrepreneurs of Raghurajpur village of Puri district and Bhubaneswar of Khurdha district of Odisha. The information was collected through survey cum personal interview taking into account their socio-economic condition, motivational factors and problems faced by them. The investigator follows a rigid procedure and seeks answers to a set of pre-conceived questions through personal interview. This method of collecting data is usually carried out in a structured way where output depends upon the ability of interviewer to a large extent. Structured interview is applied to data collection which helped the researcher to obtain reliable information of their aim and objective of topic.

## RESULTS AND DISCUSSIONS:

### Objective-1: Socio-economic status of the respondents under study

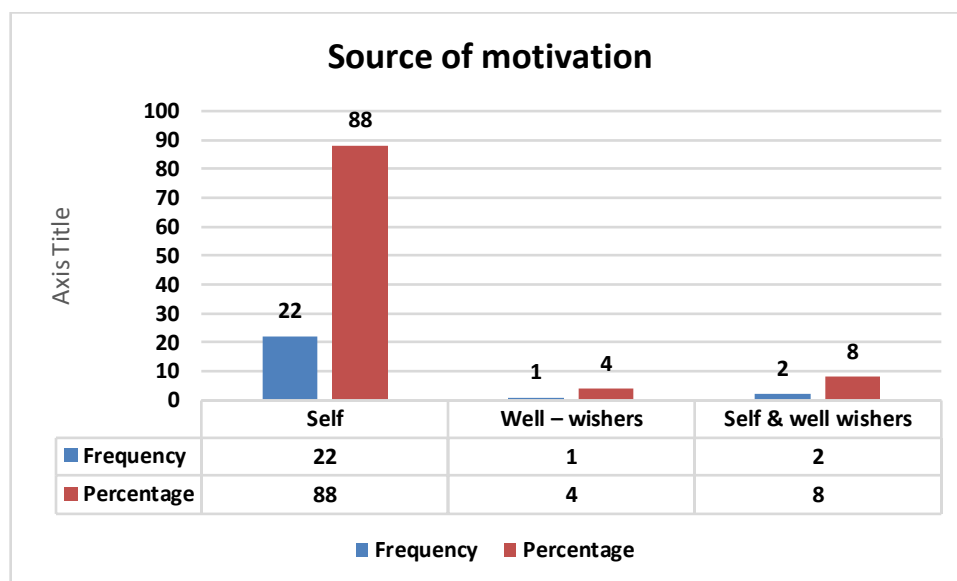
The socio-economic status of women entrepreneurs was taken under study.

**Table - 4.1.1: Socio - economic variables (N=25)**

Sl. No.	Socio - economic Variables	Frequency	Percentage
1.	<b>Age</b>		
a.	Up to 30 years	05	20.00
b.	31-50 years	17	68.00
c.	51yrs and above	03	12.00
	<b>Total</b>	<b>25</b>	<b>100.00</b>
2.	<b>Education</b>		
a.	Middle school	07	28.00
b.	High school	10	40.00
c.	College	08	32.00
	<b>Total</b>	<b>25</b>	<b>100.00</b>
3.	<b>Caste</b>		
	OBC	06	24.00
	General	19	76.00
	<b>Total</b>	<b>25</b>	<b>100.00</b>
4.	<b>Family size</b>		
	Up to 3	17	68.00
	4 and above	08	32.00

	<b>Total</b>	<b>25</b>	<b>100.00</b>
5.	<b>Family type</b>		
	Single	19	76.00
	Extended	06	24.00
	<b>Total</b>	<b>25</b>	<b>100.00</b>
6.	<b>Occupation</b>		
	Business	24	96.00
	Business+ Service	01	4.00
	<b>Total</b>	<b>25</b>	<b>100.00</b>
7.	<b>Size of earning Members</b>		
	One	01	4.00
	Two	15	60.00
	Three and more	09	36.00
	<b>Total</b>	<b>25</b>	<b>100.00</b>
8.	<b>Training</b>		
	Received	20	80.00
	Not Received	05	20.00
	<b>Total</b>	<b>25</b>	<b>100.00</b>
9.	<b>Annual Income</b>		
	Up to 5 lakhs	18	72.00
	6 – 10 lakhs	06	24.00
	6 lakhs and more	01	4.00
	<b>Total</b>	<b>25</b>	<b>100.00</b>
10.	<b>Experience in business</b>		
	Up to 5 years	06	24.00
	6 – 10 years	04	16.00
	11 years and above	15	60.00
	<b>Total</b>	<b>25</b>	<b>100.00</b>

**Objective - 2: Sources of Motivation:** Pattachitra is confined to few families in specified area. In finding out the source of motivation for undertaking Pattachitra as enterprise, the following results were obtained.

**Chart- 4.2.1: Sources of motivation**

Self-motivation is found in case of 88 % whereas; motivation of well-wishers in addition to self is 8 % only. However, the influence of well-wishers alone is counted up to 4 %. In short, self-motivation is a major factor for attracting people for this enterprise.

### Objective – 3: Problems and constraints

Like other enterprise the sustenance of Pattachitra also faces problem. The problems may be related to management, finance, raw materials, production system and distribution.

**(i) Management :** The management problems are appointment and turnout of employees, term of employment and provision of training.

**Table – 4.3.1.1: Management problems associated with Pattachitra units**

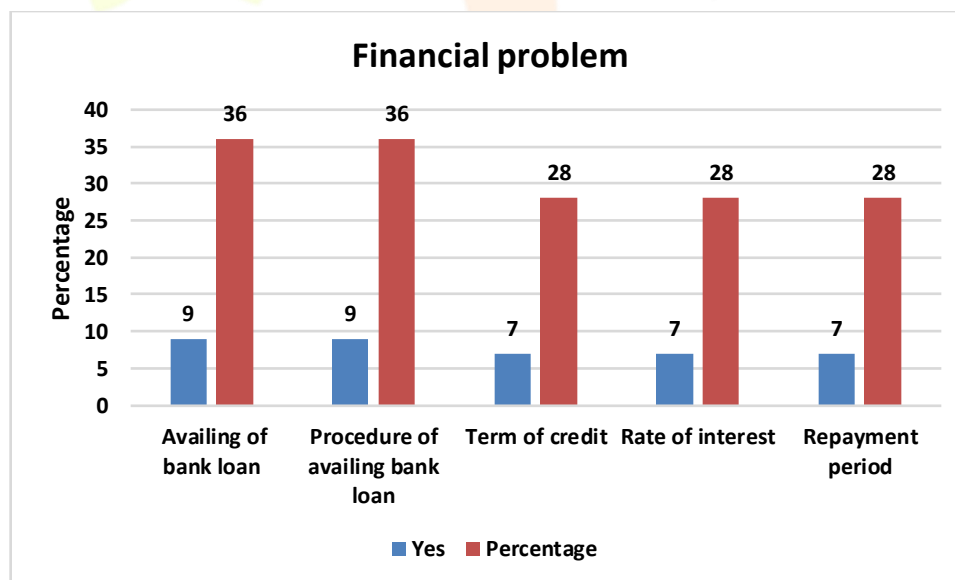
Sl. No.	Problems	Yes	Percentage
1.	Appointment & turnout of employee's	05	20.00
2.	Term of employment	05	20.00
3.	Provision of training	03	12.00
4.	Managerial ability	-	-



These are the managerial problems of the units are faced with.

**(ii) Finance :** In case of financial problem, the responses received have been presented in table..

**Chart- 4.3.2.1: Financial problems of Pattachitra units**



The problems are found to be availability of bank loan, procedure in sanctioning bank credit, term of credit, rate of interest and short repayment period are the major problems as expressed by the sample

**(iii) Raw materials:** The raw material problems relating to Pattachitra units are shown in table.

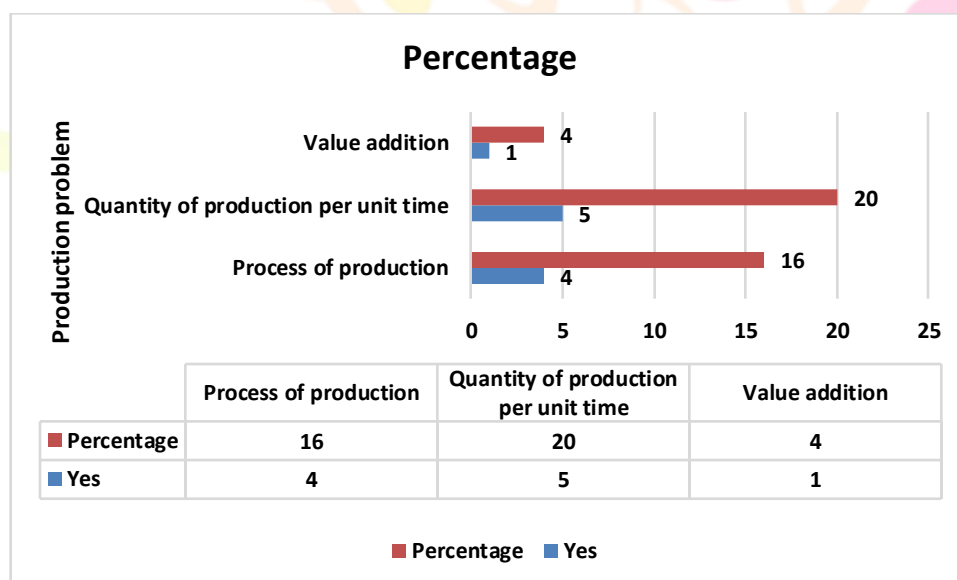


**Table - 4.3.3.1: Raw material problems of Pattachitra units**

Sl. No.	Problems	Yes	Percentage
1.	Non- availability of raw materials	03	12.00
2.	Transportation	01	4.00
3.	Quality of raw materials	05	20.00
4.	Adequate quality & quantity	06	24.00

Adequate quantities of raw materials with required quality are not available to the Patachitra makers.

**(iv) Production system:** The analysis regarding production system reveals that, tedious process of production, quantity production per unit time and value addition as per preference of customers is mentioned to be the problems.

**Chart - 4.3.4.1: Production system problems.**

The problems are production of required quality of product. Since all the steps in production system involve manual work, the chittrakars face problem of keeping commitment.

**CONCLUSION:** The study was conducted basically to determine the contribution of women in the establishment of an enterprise independently and also their motivational level towards their establishment and also different problems faced by them in setting up of Pattachitra enterprises. From the study, it was revealed that most of them are self-motivated. Mostly are facing problems in relation to management, finance, raw-materials availability and in production and distribution of products.

## References:

Cohoon , J. Mc Grath , Wadhma , Vivek & Mitcheel Lesa ( 2010 ) The Anatomy of an Entrepreneurs – Are Successful Women Entrepreneurs Different From Men ? Kauffman, The foundation of entrepreneurship.

Bekh, O. (2014). Training and Support for Women's Entrepreneurship, ETF Working Paper, European Training Foundation. Available at [https://www.etf.europa.eu/sites/default/files/m/A6FAE24F1DE8FA27C12580DC005F733D\\_Women%20entrepreneurship.pdf](https://www.etf.europa.eu/sites/default/files/m/A6FAE24F1DE8FA27C12580DC005F733D_Women%20entrepreneurship.pdf).

ILDC (2014). Monthly Business Review, Volume 10, Issue – 7.

Sarfaraz, L., N. Faghih, and A.A. Majd (2014). The Relationship Between Women Entrepreneurship and Gender Equality. *Journal of Global Entrepreneurship Research* 4(6). <https://doi.org/10.1186/2251-7316-2-6>.

OECD (2019), "Entrepreneurial Learning and Women's Entrepreneurship (Dimension 1) in the Western Balkans and Turkey," in *SME Policy Index: Western Balkans and Turkey 2019: Assessing the Implementation of the Small Business Act for Europe* (Paris: OECD Publishing). doi:10.1787/34345065.

