



A Study on Women Entrepreneurs with special reference to Assam.

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Abstract: Entrepreneurs are mentioned as soldiers of our society. Because women entrepreneurship is an economic activity of a business enterprise. On the other hand, entrepreneurship is a significant possibility in accomplishment of economic independence for men and women. The gender division is gradually getting narrower because now women are entering in the field of entrepreneurship as a gainful profession. Access to money, societal biases against women in leadership roles and lack of support system from family are main problems faced by women entrepreneurship in their journey. This paper is an empirical analysis on women entrepreneurship along with their influencing factors to establish a new venture.

Key words: Influencing factors, women entrepreneurs, conceptual framework:

Introduction

Women entrepreneurs are considered as important contributor for sustained economic development and social movement. They are the significant players in the entrepreneurial landscape. The growing presence of women in the business field as entrepreneurs or business owners in the last decades has changed the demographic characteristics of entrepreneurs. Additionally, women are progressively taking up entrepreneurial career for enlightening their economic eminence and also fulfilling their imaginative urge. Globally, the proportion of female entrepreneurs has risen over time (Owalla and Al Ghafri, 2020). Consequently, research on female entrepreneurs has spread around the world (Tundui and Tundui, 2021). Because of its greater influence on household welfare, job creation, and economic advancement, women's entrepreneurship is especially lauded in developing countries (Tundui and Tundui, 2020).

Even after independence, women in India are stressed for entrepreneurial independence. Hence, Planning Commission, Central and State Government recognize that women should be in the mainstream of economic development. Further, the progress of enterprises for women is seen as the appropriate way to attack the poverty at

grass root level by generating income. From different research studies, it is found that both government and non-government organizations, banks and other financial institutions has taken essential steps to provide financial assistance to support women entrepreneurs in the field of industry, trade and commerce . This is why women as entrepreneurial resource now have been widely recognized in India. The growth rate of women entrepreneur is increasing day by day in our country. Hence the present research is planned to have an insight of “**Influencing Factors of Women Entrepreneurs in Assam: A Study**”.

OBJECTIVES OF THE STUDY

- To study various influencing factors of women entrepreneurs to establish an enterprises.
- To assess the status of women entrepreneurs.
- To provide suggestive measures for healthier performance of women entrepreneurs.

Review of Literature:

Some selected review of literature related to this study are described below:

Krishnamoorthy and Balasubramani (2014) observed that ambition, skill, knowledge, family support, market opportunities, independency, government subsidy and satisfaction inspired women entrepreneurs in Tamilnadu.

Yasmeen and Gangaiah (2014) reported that self-earning, desire to become independence, government incentives, unemployment opportunity, utilize technical know-how, alternative income, to acquire social status, utilization of spare time, no other alternative for income and family environment motivated women entrepreneurs to become an entrepreneur in Andhra Pradesh.

Saeed *et al.* (2014) revealed that main motivation for female entrepreneurs were to involve in business were to earn money for personal use, to contribute family income and for self -satisfaction.

Vadavadagi and Joshi (2014) highlighted that women entrepreneurs selected the business because of demand for the product in the market followed by their skills and qualification and some respondents entered in the business because of inheritance in India.

Amrutha S. et all (2022) conducted a study on the different problems and challenges of women entrepreneurs and also to understand the factors that contribute to the success of women entrepreneurs.

Bano S. (2023) investigated on women entrepreneurship in India- opportunities and challenges. The study revealed that regardless of the progress made by women entrepreneurs in India, there are still several hurdles that they must overcome to achieve equal rights and positions.

Methodology:

The present study was conducted in Jorhat district of Assam. A list of registered women entrepreneur was collected from DICC of Jorhat district. Both registered and unregistered women entrepreneurs belong to beauty parlour and tailoring were selected purposively. Simple random sampling method was adopted to collect the data.

A total of 240 Nos (120 nos from beauty parlour and 120 nos. from tailoring unit) of women entrepreneurs engaged in beauty parlour and tailoring were selected for fulfilling the pre-decided criteria. To assess the status of women entrepreneurs on empowerment, particularly two aspects were selected .i.e. Personal and Social . The collected data was coded, tabulated and analyzed in accordance with the objectives of the study. The statistical techniques used for analysis of data were-Mean scores and Paired ‘t’ test.

Findings and Discussion

Objective 1. Influencing factors of women entrepreneurs

For the study,10 attributes under personal factor were selected. These motivational factors were ranked on the basis of mean scores as given by the respondents.

Table 1. Ranking of Personal factors on the basis of mean scores

Statements	Beauty Parlour N=120		Tailoring N=120	
	Mean Score	Rank	Mean Score	Rank
Educational qualification	4.81	II	3.71	VI
self interest	5.30	I	4.68	I
Own determination	3.80	V	4.54	II
Doing something creative	4.10	IV	3.11	IX
Self confidence	3.41	VII	4.49	III
self sufficiency	3.22	VIII	3.52	VII
Willpower	4.30	III	4.05	V
Self esteem	3.31	IX	3.11	IX
Inspiration from family	5.30	I	4.39	IV

Employment opportunity	3.54	VI	3.28	VIII
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The findings showed that self- interest and inspiration from family influenced respondents to select entrepreneurship as a profession hence get ranked I with equal mean score 5.30 followed by educational qualification, willpower, doing something creative, own determination and employment opportunities ranked as II, III. IV, V and VI with mean scores of 4.81, 4.30, 4.10, 3.80 and 3.54 respectively. The table also reflected that statements such as self -confidence, and self -sufficiency ranked as VII and VIII respectively.

It can be seen from the table that self- interest ranked I with mean score of 3.71 among other motivational factors. On the other hand, own determination and self -confidence ranked II and III equally with mean score of 4.54 and 4.49 respectively. Moreover, inspiration from family, willpower and educational qualification ranked as IV, V and VI respectively. Other factors such as self -sufficiency and employment opportunities got VII and VIII rank with mean scores of 3.52 and 3.28 respectively. Doing something creative, self -esteem goal lower rank in tailoring unit.

Objective 2: To study the status of women entrepreneurs.

The data presented in Table- 2 reflected that the two aspects of empowerment differ significantly in the two areas of beauty parlour and tailoring.

Table. 2. Status of women entrepreneurs.

Aspects of empowerment	Beauty Parlour			Tailoring		
	Stages	Mean index value	t-value	Stages	Mean index value	t-value
Personal	Before	17.82	13.53**	Before	15.44	12.07**
	After	27.60		After	19.60	
Social	Before	19.14	9.78**	Before	16.85	12.70**
	After	24.70		After	22.24	

The data presented in the Table -2 revealed that there is improvement in all aspects of the entrepreneurs in both the areas which was reflected through the mean difference in the obtained score before taking up enterprise and after becoming an entrepreneur.

Objective 3: Suggestive measures for better performance of Women Entrepreneurs-

Women entrepreneurship is now recognized as a crucial driver of economic development, revolution and social growth. In India, the appearance of women entrepreneurs indicates broader socio-economic transformations, yet these entrepreneurs continue to encounter numerous barriers that limit their potential. Understanding these obstacles it is essential to fostering an inclusive entrepreneurial environment

1. The requirement for professionalism among women cannot be tensed.
2. There is a necessity for satisfactory preparation facilities for every women entrepreneurs.
3. The government, non –government, Promotional and agencies need to come forward to encourage entrepreneurship among women.
4. Eliminate all difficulties that restrict women from taking up entrepreneurial activity as a carrier.
5. The provision for availing schemes for women entrepreneurs should be rationalised.
6. Family and society should provide unconditional support and encourage women to establish themselves as an entrepreneur.

Conclusion:

The above discussion highlights the inspiring factors that influence women entrepreneurs. Entrepreneurship is a crucial component for society. Empowering women is certainly essential to foster progressive industrial environment. In general, women entrepreneurs face many challenges in various areas due to economic conditions, social status in society, the need for being independent, flexibility and so on. The magnitude and complexity of encounters for women entrepreneurs in developing economics are plenty. The present study found that to start an enterprise of beauty parlour played a major role for women to start independent business. In today's economic development, women entrepreneurs have become an important source for the growth and development of the nation. As we know that, women entrepreneur is a person one who starts new ideas and starts her new enterprise with new ideas and offers additional values to society based on their independent initiative. So, we should be careful and generate consciousness those kind of woman who belongs to rural areas for their overall development.

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