

Reasons for Women Choosing Entrepreneurship

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Abstract:- Women, who hail from Education, Economic and Environment challenged background of rural and semi-urban India are willing to change their circumstances from below poverty to above poverty and from above poverty to the state of living with all necessities fulfilled. A significant trend over decades has been choosing Entrepreneurship over employment by these women. This has solely been for fulfilling growing needs of their family considering their anthropological, social, circumstantial and economic factors. They are willing to undergo capacity building in both traditional and non-traditional activities viz. engineering, readymade garments, organic fabrics, eateries, handicrafts, doll making, poultry, diary farming, chemicals for household use, knitting, jewellery designing, lighting equipment and some cases false roofing.

The reasons for choosing entrepreneurship are 1.the lifestyle and attitude of the members of their family and 2. not many organizations offer jobs with optimum salary and flexible timings to suit their education (which is of distance learning model), experience (which has been mostly managing household, bringing up kids and nursing the elderly) and skills (mostly latent and dormant until identified when desperate). Women entrepreneurs hailing from middle and lower class families therefore largely confirmed to micro scale of operation, services, trade, feminine and traditional.

But they are very strategic in making combinations of two three businesses so that the cash flow, seasonality, pay back period waiting time and any other issues don't sag the expected take home of the woman.

Keywords:- Woman, Livelihood, Imitative Entrepreneurship, Combining Businesses.

I. ENTREPRENEURSHIP BY WOMEN HAS A REASON FOR IT'S VERY SET UP

In the patriarchal Indian society, which is constituted by middle and lower middle class of more than 50% of the population, a housewife is an indicator of "improved and sufficient economic condition of a family". And a workingwoman shows "financial gaps" requiring the women of the family to be income generators. According to National Sample Survey (NSS) data, India's middle class grew from 304.2 million in 2004-05 to 604.3 million in 2011-12. The society seems to have assumptions that women from this strata are endowed with skill sets for some form of income generation, which are required to be put to use, only when called for. These women are not forewarned. They are buffer hands for short stint or long term income generation in times of financial crisis be it in her parents' house or the in laws.

A circumstance (disturbance of Ill health or children, performing a marriage, low or reduced income, losses or accident, settling loans, clearing losses or eventualities), which arrives by Poisson distribution, makes them learn a specific skill on project mode then set up a micro business and make it a financial tool. The business is rarely meant for creating a growing concern. Also her exit from the business is because of the prioritisation of the role of a homemaker and not due to under performance of the business operated.

➤ *The Paper Lists Five Different Types of Entrepreneurship Set Up*

- **Type 1** Business has survived over a decade and the founder herself still operates the business
- **Type 2** Business was set up for a purpose and a definite time period was also known when starting. It served the purpose and then was voluntarily closed
- **Type 3** Business survived over a decade but someone else operates the same now. It could be in rare cases a woman but it is mostly men.
- **Type 4** Business survived less than 5 years it was right for so many good reasons but they were on the brink of generating losses and were thankfully closed in time
- **Type 5** of Business closed in less than 5 years due to extraneous factors

Business	Category	Extreme Criteria	Status 2019
Roopa Garments + Taxi 2010	Garments Manufacturing Tie ups for Uniforms Bulk order from shopping malls Running a traditional business in a strategic model	Husband taxi driver and doesn't own car School and joint family expenses increase	Has purchased car for her husband from her business income so he rents and drives she is still runs her business
Deepa Herbal Products 2009	Manufacture of natural products and network sales. Well planned back ward integration into cultivation of herbs without ownership of land or jewels or even own house Was a daily wage laborer who used to use self help group library and learnt making these products	She and her sister in law started this business, as their husbands as livestock owners incidentally landed up having freemartin twins. The same sex twins are no problem but different sex twins will not have both milk production and next generation. They should have disposed it off while a calf but now after taking care of them as grown heifers they don't want to sell in the meat market and hence no more income for the men.	They have tied up with different malls to get placement in shelves along with other branded herbal oil products. They are still in business from 2010 Has changed 20 families financial circumstances
Indhu Apiary + Honey + Vermin-composting & Training 2010	Natural Products – Apiary & Vermin-compost Business and trainer for both	Husband worked on family land under 99 year lease comes to close now handed over hence no income	All family members have joined and she is still in business
Bhagawathy Catering + Food Stall + Family Events Management 2009	A traditional business that she set up in strategic model Division of Jobs based on specialty. She identified each of their cooking expertise specifically one dish per person per family and she would get Event Catering orders for the group. So a course meal with over 10 items comes from 10 different houses and reaches the venue.	Large joint family and wanted to educate girl children Her husband is auto driver And is not affiliated to Ola or Uber.	From 2015 her daughter in law is running this catering service as they have got contract for government office canteen. These women have all changed over 5 times now but still they use the same concept of one woman one house and one dish and there are some women who are not relatives

Table 1:- Type 1 of Entrepreneurship Set up which have Survived Over a Decade and the Founder Still Runs the Business

Source: Primary Data (Please note the names have been changed)

Business	Category	Extreme Criteria	Status 2019
Ann Impex (Import Export) Started in 2005	Eco-friendly Banana Fibre products. Extraction and Sale of banana fibre. Hand Crafts from Banana. Registered as Export Oriented Unit	Mentally retarded child born Mounting Medical expenses Husband's banana crop produce income insufficient.	The child passed away in 2015 She is no longer doing the business
Kumari Travels School Bus + Planned tour operator	Lady School bus driver & Woman Chartered Tours Travel Operator when school vacations commence	Unwell mother in law and 2 school going children Union Strike in husband's office for more than an year and husband gets suspended as a black leg	Her husband got reinstated in 2016 and she quit
Mathi Wax Candles	Handwork Wax Candles for Churches. Trainer of SHG women as candles makers and sales person No loss of raw material or finished goods	Separated from her husband due to daughter. Daughter divorced due to birth of mentally retarded children	She made her daughter complete studies and remarried her after the third child also passed away. Now she has retired
Yashoda Driving School	Driving School with 5 cars at closing	Husband met with a severe road accident and due to severe head injury bedridden for 12 - 15 years	Exit 2013 planned Her son completed his engineering study and he has got campus placement and she closed the business

Table 2:- Type 2 of Entrepreneurship Set up, Survived a Decade, Served the Purpose and then were Voluntarily Closed

Source: Primary Data (Please note the names have been changed)

Business	Category	Extreme Criteria	Status 2019
Devi Mushroom	Oyster & Milky Mushroom Gathered High level of Market Information and Buyer Information before choosing business	Responsibility of both in laws Synthetic gem edge cutting & polishing market had shift in technology and her husband and she both had to learn working with new machines instead they choose different line	Husband travels all the way to Solan in Himachal Pradesh and studies and becomes a certified Mushroom grower and finally takes over business in 2014
Karuna Areca nut + Hosiery + Paper Cups	Biodegradable Areca nut leaves products Hosiery Waste Reclamation and Recycling Paper Cup Three businesses to handle the payback period Market tie ups for paper cup business with Government liquor shops and railways	Husband hires land and cultivates coconut She has married her aunt's son and now the joint family size after children has increased and hence she chooses to get into business	Her husband slowly learns to do the paper cup business very well and he takes over and employees continue on this business. They closed other business since 2017 as she was pregnant with next child
Jaya Food Products	Food Products Shop started as a stall with community specific cuisines for community specific festivals and events	Two sons to be educated Husband was running and business and had over 10 lakhs losses and the house had to run	The sons have both have taken over the shop and she has retired
Sai Sanitary Napkin	Biodegradable Sanitary Napkins	Husband and her age difference is almost 20 years as her elder sister died and she was asked to marry her brother in law to take care of her sister's kids.	Choice of business based on market information but suicidal pricing made her close and she now works with the catering services group of ladies of Bhagwathy

Table 3:- Type 3 of Entrepreneurship Set up which have Survived Over a Decade but Someone Else Now Operates it
Source: Primary Data (Please note the names have been changed)

Business	Category	Extreme Criteria	Status 2019
Begum Hostel & Veg Restaurant	Religious Minority Specific	Daughter's dream to become a dentist but was married off before earning. Parents offered to settle her Education loan but the father retired without pension from state public sector undertaking.	Hostel and restaurant closed as the son in law settled the remaining loan in 2015. School vacation is over 180 days and hence no income and problems paying loan EMI
Kala Documentation & Accounts	Financial Documentation PAN card and other online payments and documents	Husband could not become permanent employee, as he did not complete degree. Also joint family and child's education	Became salaried employee from 2012
Diya Leather Gloves	Leather Gloves and accessories	Loss due to Typewriter industry closure Husband was typewriter service engineer also running an institute. As he had to dispose only in scrap he had 7 lakh losses.	Very good linkage with financial market but could not garner buyers thankfully her son finished engineering and got a job from 2015 and she closed
Radha Hand works	Hand Work on all types paper, cloth, beads, paint, scrap, metal, rubber, wood	Unmarried and father died leaving her mother and two younger brothers to be taken care	One younger brother finished studies 2014 and runs the family. She joined as an employee with an NGO as trainer
Vani Paper bag	Recycled Paper products. If she gets into business now she will have it roaring	Only Gujarat Market was against plastic at that time.	Husband's niece married off and she closed business in 2014

Table 4:- Type 4 Entrepreneurship Set up & Survived Less than 5 Years but Thankfully Closed before Generating Losses
Source: Primary Data (Please note the names have been changed)

Business	Category	Extreme Criteria	Status 2019
Shree Engineering Fabrication	Engineering Fabrication as Bharat Heavy Electricals Ltd. (BHEL) a public sector undertaking which hires vendor	Husband unemployed	Running it even through pregnancy won her award from BHEL Her business closed down as her husband took loans using her name
Selvi Beauty Parlour	Beauty Grooming and bridal make up	Husband gets chronic health condition	Husband passed away in 2012 and she is no longer eligible for bridal make over. Culture gives a funeral to her business.
Radha Jute bags + training	Eco-friendly Jute products Orders arranged by NGO	Husband does not have income Christian Minority Non Governmental Organisation (NGO)	NGO closed in 2014 and she never learnt to get her own orders. Highly skilled but lack of strategy and business orientation leading to no profit no loss

Table 5:- Type 5 of Entrepreneurship Set up which Closed in Less than 5 Years Due to Extraneous Factors

Source: Primary Data (Please note the names have been changed)

II. CONCLUSION – THE TREND IS CHANGING

As per the primary data from the PhD thesis (1) 90% of these women live in rented houses in flat system and over 83 % live along with parents or in laws as either house has arrived at a family financial milestone. They need financial inclusion at the earliest. The women are a little clueless where to begin but once they get the groove ideas flow be it for innovative business plan or just improving an existing process. Also given the social norms and socialization patterns, the women suddenly get a room to exhibit their potential skills and latent talents. Thanks to the time saving kitchen appliances where technology helps them find time for this venture.

I happened to read an article in Forbes (6) and was surprised to see that as recent as 2017 – 2018 American Women seem to have woken up to Entrepreneurship preferring it to the corporate ladder. It says “The number of women-owned businesses increased nearly 3,000% since 1972 according to the “2018 State of Women-Owned Businesses Report” commissioned by American Express. Not only that but between 2017 and 2018 women started an average of 1,821 new businesses per day in the U.S. With women now making up a whopping 40% of new entrepreneurs, it’s clear that more women are turning to entrepreneurship than ever before.”

The two glaring reasons provided are 1) to accommodate work to their family needs. 2) “The Census Bureau found that full-time, year-round working women earned 80% of what their male counterparts made in 2016. If change continues at the rate seen since 2001, women will not reach pay equity with men until 2119. Hence women prefer entrepreneurship.

In an advanced country like America where the discussion (Forbes Feb 2019 (6)) is of women across all strata who are surely upper middle class and rich in comparison with the Indian women in discussion in this paper, *it may be concluded that women of all age groups are far more realistic in the Asian region specifically Indian subcontinent as the Economy of these nation, availability of Education and the potential of the*

Environment challenges the nation as a whole and not the individual woman alone. Since they have no halo of a developed nation operating on them it is easier for these women to start up when necessary and sit down when sufficient.

These milestones give us a complete map of their family timelines and these goals determine the exact amount of returns that they expect from their business at any given phase. The success of her business or growth of the business or her diversification or any thinking on the development of business is decided by these milestones alone. The Strategy as explained in the thesis work is combining two or more business tactically both within and across industries. The worst-case scenario is always no loss no gain but never negative. So a further study may prove that women don’t get left out with loans and they don’t generate bad debts.

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